

MAR 13 1935

# AMERICAN BUSINESS MONTHLY REVIEW

MARCH, 1935

The Current Inquiry—Barometer  
of Changing Foreign Trade

Statistical Summary of February Facts

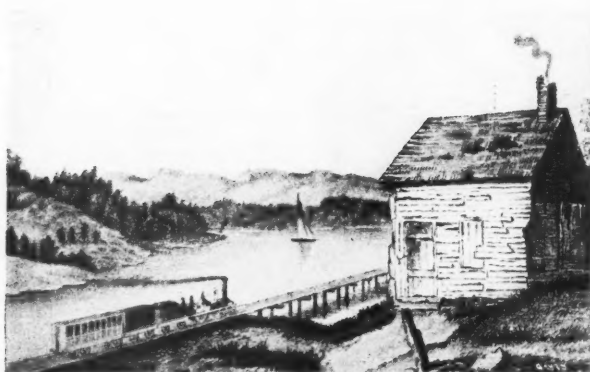
Graphic Summary of Major Trends

Special Trade Surveys



Published by  
DUNN AND STREET, INC.  
NEW YORK CITY

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*Early Train on Hudson River about 1850*



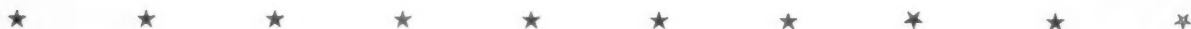
In 1840, one year prior to the establishment of The Mercantile Agency, there were in operation 2,818 miles of short line railroads. By 1852 this total had increased to 10,814 and by 1860 there were over 35,000 miles.

In an interesting diary of a gentleman of that early period are recorded the events incident to the opening of the Erie Railroad from Piermont to Goshen; a line which had taken 6 years to finance and build. The inaugural journey was made on platform cars, "exposed to a constant shower of sparks and cinders, like those which accompany a visit to Vesuvius or Aetna only not half so romantic," the train

being "toted by two whizzing, snorting, fire-and-smoke vomiting locomotives."

During this early period of constructive and wide spread expansion in industry and commerce The Mercantile Agency played an important part. Credit then, as now, was essential to the business community and concerns were reluctant to risk the hazard of terms without an intimate knowledge of the applicant's antecedents.

Today, the scope and facilities of Dun & Bradstreet, Inc., are as far superior to those which it possessed during this early period as are the unsurpassed equipment and service of the gigantic rail systems of our present time from those of 1850.



## DUN & BRADSTREET, Inc.

### THE MERCANTILE AGENCY

*The Oldest and Largest Mercantile Agency in the World*

290 Broadway

New York City

ESTABLISHED 1841



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MARCH, 1935



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## THE ACTIVITY BAROMETER



MARCH 6, 1935  
71.4

FEBRUARY 6, 1935  
73.6

The trend of the DUN & BRADSTREET Business Activity Barometer during February was downward, with the exception of one week. At the opening of the month it registered 73.6, which was a decline from the January close, but in the week following rose to 74.3. The three subsequent consecutive weekly declines lowered the barometer for March 6 to 71.4, giving a loss of 3 per cent for the month, but a gain of 10 per cent over a year ago.

| Week                   | Barometer |
|------------------------|-----------|
| March 7, 1934.....     | 66.9      |
| February 6, 1935.....  | 73.6      |
| February 13, 1935..... | 74.3      |
| February 20, 1935..... | 73.0      |
| February 27, 1935..... | 72.1      |
| March 6, 1935.....     | 71.4      |

## THIS ISSUE

The encouraging rise in American foreign trade since 1932, when the low point was touched, has brought a renewal of confidence in its further expansion, particularly as the result of the reciprocal tariff policy of Secretary of State Hull and the Supreme Court's ruling on the gold clause interpretation. As the number of credit inquiries projected the increase in oversea commerce during the last two years, Luther K. Bell presents in his article, "The Credit Inquiry—Barometer of our Rising Foreign Trade," an imposing array of statistics which reveals the unvarying reliability of this dependable indicator.

One of the most accurate yardsticks of retail activity is newspaper advertising lineage, as its sensitive daily fluctuation reflects immediately the tempo of buying power. The recovery which has taken place since the decline, which started in December, 1929, finally was checked in July, 1933, is charted and explained in the "Graphic Reviews of Major Trends."

It was only two years ago in February that the record of business failures, both as to number and liabilities, was close to the highest point on record for that month. With the total for February, 1935, the smallest in fifteen years, the extent of this abrupt decline in the various business groups and different sections of the country are analyzed and explained in the monthly statistical summary of insolvencies.

# THE CREDIT INQUIRY—BAROMETER OF OUR RISING FOREIGN TRADE

an interview by

Luther K. Bell

with

H. C. DENISON, MANAGER, DUN & BRADSTREET'S FOREIGN OFFICES

OUR foreign business is picking up. More goods are being sold abroad and increasing numbers of manufacturers are taking advantage of this renewed interest.

In our observation of the course taken by domestic business, we have long noted a sympathetic relationship between the trend in credit inquiries and the trend in trade itself. The same principle applies generally to world commerce. Thus, when account is taken of disturbed conditions and conflicting influences, we find in the ebb and flow of inquiries made of us, a foreign trade barometer which now seems to us to point to clearing weather.

In 30 out of 41 representative countries, our credit inquiry barometer anticipated and correctly reflected the trend in 1934 in American exports and imports. According to the latest figures available at the New York office of the Bureau of Foreign and Domestic Commerce, we found that to 38 of these countries our exports had increased, and that from 30 countries our imports had increased.

## Where the Bright Spots Are

Foremost among the countries showing the strongest recovery trends were Canada and Mexico, and the various states in Central and South America. In Europe,

the bright spots were England and France, so far as fundamental trends were concerned, with Germany and others continuing their downward course in foreign trade. The picture in Asia appears somewhat distorted, due to the interference of political angles in China and Japan with what might otherwise be natural economic developments, but in South Africa, Australia, and New Zealand—in fact, in all of the English speaking countries of the world—bonds with American business, which

noticeable, and presaged with certainty a better growth. This forecast was substantiated, for in 1934 our exports totalled \$2,133,414,000, and our total imports \$1,655,049,000.

## Credit the Universal Language

Two points, one dealing with the policy of Dun & Bradstreet, Inc., to operate its foreign offices, in so far as possible, with native personnel, and the other with the universal characteristics of credit, are of interest. We maintain

branch offices in 75 of the larger cities in a score of foreign countries. We have intimate working arrangements for the exchange of credit information with affiliated agencies in 47 cities in 8 other countries. Radiating from each of these offices or agencies is

|         | Total Countries | Inquiries Up | Exports Up | Imports Up |
|---------|-----------------|--------------|------------|------------|
| Group A | 16              | 15           | 15         | 12         |
| " B     | 13              | 6            | 11         | 10         |
| " C     | 8               | 6            | 8          | 5          |
| " D     | 2               | 2            | 2          | 1          |
| " E     | 2               | 1            | 2          | 2          |
|         | 41              | 30           | 38         | 30         |

Note:—In one country, in Group B, Inquiries, Exports and Imports all were down.

seemed at one time to have almost disappeared, are now visibly stronger.

This recovery appears all the more encouraging if we turn back to the expansion of 1929. In that year our total exports were \$5,240,995,000, and our imports \$4,399,361,000. In 1932, our exports totalled \$1,611,016,000, and our imports \$1,322,774,000. That was the low point. In 1933 our exports rose almost imperceptibly to the total of \$1,674,994,000 and our imports to \$1,449,559,000. It was in that year that the trend of increase in credit inquiries was most

a comprehensive system of correspondents totalling, it is conservative to state, at least 100,000 in literally thousands of cities and towns throughout the world.

All of our foreign offices are in charge of nationals of the country in which the particular offices are located. This is true also of affiliated offices, and is almost universally true among our tens of thousands of correspondents. Thus a credit inquiry originating from an American business house goes direct for answer to a business man who, because of his race or citizenship, thinks in terms of



the nation in which he resides.

At first thought this might appear to invite confusion through political or racial prejudices, but the reverse is exactly the case. Credit is a universal language which is spoken by all business men. The essentials of credit which our 90 years of experience have proved trustworthy in judging the standard of the American business man are the same essentials, in principle, to be applied to any business man, regardless of nationality or sphere of activity.

#### Canada

A summary of conditions as I have noted them in a few countries serves to reflect the general trend. In Canada, for instance, there has been a marked decline in business failures in 1934. Employment has increased from 10 to 15%, and exports to the United States,—which means the ability to pay for imports from the United States—have increased.

#### Mexico

In Mexico there has been a positive movement toward recovery. Mining, iron and steel have strengthened, and the plan which is now under way to increase agricultural production and improve the standard of living in the rural regions, must, if successful, increase purchases from the United States by those portions of the population now having some degree of buying power.

#### England

The most vivid picture which I

retain of London as it was a month or six weeks ago is of crowded streets. Never in the three years that I have had an opportunity to observe local conditions in London has there been such a substantial indication of activity. This has been translated into gains in the retail trade, gains which supply

attitude toward relations with the rest of the world, and particularly with the United States.

There is no doubt that England's exports gained because of trade pacts framed at the Ottawa Conference, through which emergency reciprocity agreements were entered into by the Dominions and the Mother Country.

There is no doubt, also, that the embargoes which various nations placed on certain imported commodities had a deleterious effect on British exports. I prefer, however, to think that in England there is an increasing realization of the fact that permanent recovery cannot be advanced through artificial means, and that the sentiment of the English-speaking people everywhere will be found to accord with that which has recently been advanced in the United States.

#### France

The French political situation is still disturbed, and the need for economy clashes with natural reluctance to reduce salaries and wages and the cost of living. There is not so much fear of war, and in so far as I could see, there

never was desire for it. We should deeply appreciate the helpful attitude which the French have shown toward the Saar, because the successful passing of that crisis means that world business has been spared another relapse.

#### Germany

In Germany conditions are noticeably better. A year ago prac-

### Trends in Inquiries and Exports and Imports Calendar Year 1934, as Compared with 1933

Up = +. Down = -.

| Group A                  | Inquiries | Exports | Imports |
|--------------------------|-----------|---------|---------|
| Argentina .....          | -         | +       | -       |
| Brazil .....             | +         | +       | +       |
| Canada .....             | +         | +       | +       |
| Chile .....              | +         | +       | +       |
| Colombia .....           | +         | +       | -       |
| Costa Rica .....         | +         | +       | -       |
| Cuba .....               | +         | +       | +       |
| Dominican Republic ..... | +         | +       | +       |
| Ecuador .....            | +         | +       | +       |
| Haiti .....              | +         | -       | +       |
| Mexico .....             | +         | +       | +       |
| Nicaragua .....          | +         | +       | -       |
| Peru .....               | +         | +       | +       |
| Salvador .....           | +         | +       | +       |
| Uruguay .....            | +         | +       | +       |
| Venezuela .....          | +         | +       | +       |

#### Recapitulation:

|                               |    |
|-------------------------------|----|
| Total Countries Reporting.... | 16 |
| Inquiries up in.....          | 15 |
| Exports up in.....            | 15 |
| Imports up in.....            | 12 |

| Group B             | Inquiries | Exports | Imports |
|---------------------|-----------|---------|---------|
| Belgium .....       | -         | +       | +       |
| France .....        | +         | -       | +       |
| Germany .....       | -         | -       | -       |
| Greece .....        | +         | +       | +       |
| Italy .....         | +         | +       | +       |
| Jugo-Slavia .....   | +         | +       | +       |
| Netherlands .....   | +         | +       | -       |
| Norway .....        | +         | +       | +       |
| Portugal .....      | +         | +       | +       |
| Russia .....        | -         | +       | +       |
| Spain .....         | +         | +       | +       |
| Sweden .....        | -         | +       | +       |
| United Kingdom..... | -         | +       | +       |

#### Recapitulation:

|                               |    |
|-------------------------------|----|
| Total Countries Reporting.... | 13 |
| Inquiries up in.....          | 6  |
| Exports up in.....            | 11 |
| Imports up in.....            | 10 |

Note: In Germany, Inquiries, Exports and Imports all declined.

the best evidence that the people have more money with which to meet their needs. There is much building going on, both of dwellings and business structures, commercial and public. The heavy industries have responded and are continuing to respond to an improvement in exports. What impressed me most, however, was my sense of a change in the general

tically the only people I saw on the streets or in the hotels were the organized Military. Now, this activity is certainly less apparent. Citizens are going about their business and the stores and streets are filled. The business men, and the larger part of the population, are more tranquil. The working classes in general seem to be better dressed. The hotels, which a year ago were largely occupied by Nazi organizations, are now full of civilians, many of whom are business people. More new life insurance is being written. Internal business conditions undoubtedly are more stable, but imports and exports continue to suffer. There is an element that adheres to the belief that the profitable exchange of goods can be forced, but what encouraged me was the growing desire on the part of others to permit trade to adjust itself to natural channels.

#### Australia, South Africa, South America

My personal impressions of Australia, South Africa and South America are based upon a trip taken in late 1932 and early 1933. The desire which the Australians and the South Africans then showed to increase their trade with the United States has since been substantiated.

The more important countries in Latin America made distinct advances toward recovery in 1934. In all but one or two instances, the United States, through increased imports, was a contributor to this increased prosperity.

That Argentina, which is particularly dependent on overseas markets, improved its position in 1934, was not due to increased

trade with the United States, for our imports from this country were less than in 1933. There is no doubt that our attitude toward Argentina has hurt us. Like many other nations, Argentina has stimulated its industrialization. This has meant a loss to us and has not been in every way a gain for Argentina. Forced industrialization, artificially sustained by subsidies, will become less of an international factor as co-oper-

whereby competitors were actually created.

The collapse of foreign lending was inevitably followed by the collapse of our export trade. With the shrinking of our export trade there appeared a gap in the balance of payments of debtor countries. Then followed the disturbance of currencies. In an effort to close the gap in the balance of payments, country after country placed restrictions on imports. They then were forced into the costly experiment of endeavoring to produce the imports thus restricted. Accompanying this was a reappearance of the extreme nationalism which actually led to the World War.

The doctrine of self-containment by one country invited retaliation by others. Retaliation assumed various forms, such as attempts through the control of exchanges to bring out-payments and in-payments forcibly into accord. Then followed change after change in custom regulations. A complicated web of trade agreements was spun, with snares of quotas, licenses, embargoes and dumping. Barter and the re-export of bartered products further increased the chaos so that it was inevitable that there should be an arbitrary diversion of world trade to the detriment of all.

#### A Common Objective

Working toward a common objective—the one along lines of trade treaty negotiation, and the other in promotion of emergency agreements—are Secretary of State Cordell Hull and Mr. George N. Peek. *concluded on page 44.*

### Trends in Inquiries and Exports and Imports Calendar Year 1934, as Compared with 1933

Up = +. Down = -.

| Group C                       | Inquiries | Exports | Imports |
|-------------------------------|-----------|---------|---------|
| Ceylon .....                  | +         | +       | +       |
| China .....                   | -         | +       | +       |
| Dutch East Indies .....       | +         | +       | +       |
| India .....                   | +         | +       | +       |
| Japan .....                   | -         | +       | -       |
| Palestine .....               | +         | +       | -       |
| Persia .....                  | +         | +       | -       |
| Siam .....                    | +         | +       | +       |
| Recapitulation:               |           |         |         |
| Total Countries Reporting.... | 8         |         |         |
| Inquiries up in.....          | 6         |         |         |
| Exports up in.....            | 8         |         |         |
| Imports up in.....            | 5         |         |         |
| Group D                       |           |         |         |
| Egypt .....                   | +         | +       | +       |
| Union of South Africa.....    | +         | +       | -       |
| Recapitulation:               |           |         |         |
| Total Countries Reporting.... | 2         |         |         |
| Inquiries up in.....          | 2         |         |         |
| Exports up in.....            | 2         |         |         |
| Imports up in.....            | 1         |         |         |
| Group E                       |           |         |         |
| Australia .....               | -         | +       | +       |
| New Zealand.....              | +         | +       | +       |
| Recapitulation:               |           |         |         |
| Total Countries Reporting.... | 2         |         |         |
| Inquiries up in.....          | 1         |         |         |
| Exports up in.....            | 2         |         |         |
| Imports up in.....            | 2         |         |         |

ation among nations increases.

#### Steps to Be Retraced

The substantial gains which have been recorded in our foreign trade in the last two years are seen to be more impressive when one considers the world's accumulated difficulties. In the surge of promotion following the world war, foreign credits and loans were lavishly extended for the immediate purchase of our own goods and for the construction of manufacturing facilities abroad,

# NEW PEAKS FOR AUTOMOBILE SALES MAY BE SET IN 1935

THE expansion of automobile sales, which started gradually in 1933 and gained momentum rapidly in 1934 has become more accentuated at the start of 1935. New records have been established for the attendance at the various automobile shows, with orders in many cities totalling twice those of a year ago, and insistence on immediate delivery general. After attaining the most phenomenal recovery registered for any industry in 1934, with volume 45 per cent higher than that of 1933 and nearly 100 per cent in excess of the 1932 figures, conservative estimates place sales for 1935 at 20 to 25 per cent larger than last year's.

This would bring sales of passenger cars and trucks in the United States and Canada in 1935 somewhat higher than 3,500,000 units, which would surpass all totals back to 1929, the peak year for the industry. When cognizance is taken of the fact, however, that of the 5,621,715 units produced in that year nearly 1,000,000 were carried over into 1930, actual sales in 1935 may approach that record, as of the 1934 production the carry-over into the current year was inconsequential. Dealers in many parts of the country had cleared stocks entirely before the middle of December.

In fact, this preliminary figure may be exceeded by a wider margin than now appears likely, as it is not possible to encompass with estimates the achievements of an industry whose leaders possess the resourceful merchandising intelligence and the expert technical knowledge of automobile manufacturers. A tremendous market, which will tax productive capacity, undoubtedly lies ahead, and

---

*Manufacturers of automobiles see beginning of broadest wave of buying in past decade. After gain of 45 per cent in 1934, increase of 25 per cent estimated for 1935 would bring total sales to 3,500,000 units. After decreasing for three successive years, registrations were higher by 4.6 per cent in 1934.*

should expand progressively with the diminution of restraining economic factors.

## Production Mounting Rapidly

As the latter part of each year generally is devoted to retooling, because of changes in dies and machinery, there usually is a sharp reduction in production and sales. Running contrary to the seasonal trend, output in the final quarter of 1934 rose 26 per cent above that of the year preceding, due to the steady maintenance of sales at a high level and to the earlier start on the production of new models.

With well-filled order files and the response to the offerings at the various automobile shows extending beyond all early estimates, manufacturers have made daily increases in schedules since the first of the year, as they see evidence of the strong beginning of a wave of buying which has been unprecedented in recent years. Reaching a high of 80,000 units for some weeks, January production rose to a total of 306,000. This was higher by 87 per cent than the 156,906 passenger cars and trucks produced in the United States in January, 1934. Only in 1926 and 1929 did the January production exceed that of this year. In an endeavor to catch up with orders, employment in the leading centers has been lifted well above all peaks since 1930.

Total production for United

States in 1934 amounted to 2,778,739 passenger cars and trucks, a gain of 44.7 per cent over the 1,920,057 units manufactured in 1933, and an increase of 102.7 per cent, when compared with the 1932 total of 1,370,678. Approximately 90 per cent of all automobiles manufactured in the United States in 1934 were made by concerns having headquarters and the bulk of their fixed assets in Michigan. Of Detroit's entire industrial pay roll, fully 75 per cent comes from this one division.

## Registrations Above 1933

For the first time since 1930, motor vehicle registrations, as of December 31, 1934, exceeded those listed at the year-end preceding. These statistics more than any other reflect the general improvement which occurred in the industry during 1934. In spite of the fact that more than a million cars were scrapped last year, the total number of passenger cars and motor trucks registered rose from 23,827,290 at the close of 1933 to 24,926,185 on December 31, 1934, a gain of 1,098,895, or 4.6 per cent.

This contrasted with decreases of 1.19 per cent, 6.7 per cent, and 2.5 per cent, respectively, recorded for 1933, 1932, and 1931. New car registrations in some States increased as much as 26 per cent, while truck registrations ran as high as 71 per cent over the 1933 figures.

Because of the reduced consumer purchasing power and modern engineering and production technic, which have provided adequate transportation at smaller costs, the automobiles manufactured by "The Big Three" comprised 90 per cent of the retail



sales in 1934, as compared with only 75 per cent in 1929. No one of "The Big Three," however, may be said to have a monopoly in the various fields supplied, but competition obviously is extremely sharp.

#### Model Changes Minor

The intensive selling and advertising programs for 1935 models emphasize minor improvements, as radical changes are less conspicuous than a year ago. Streamlining continues, though somewhat modified, as it is pronouncedly indicative of the modern trend in transportation as well as architectural designs. Redistribution of the weight has been achieved by moving both motor and rear seats forward, providing greater riding comfort. Steering wheels have been adjusted to operate more easily, and better brakes insure a higher degree of safety.

Bodies are longer and wider, and some models feature an all-steel top, while others have tops of molybdenum. Other innovations include an automatic gear shift, known as the "electric hand," and independent springing. Prices are firm and are expected to remain steady, as the objective of manufacturers appears to be the furnishing of the greatest value for the fewest dollars, rather than to sacrifice quality to achieve price reduction.

Collections are reported as good by both dealers and the large finance companies, and repossession have averaged the lowest for any year in the past decade. The ratio of cash purchases to total sales generally during the past year was the highest reported since 1928.

#### Atlanta

Atlanta is the main distributing point in the Southeast, practically all of the principal manufacturers having regional headquarters here. Reports from distributors and retail dealers indicate 1934 the best year since 1928, the increase over 1933 averaging 50 per cent, with sales of smaller cars, in some

instances, going more than 80 per cent. Medium-priced cars rose 50 per cent, and light trucks also showed substantial increase.

#### Baltimore

There are no automobiles produced in this market, though some are assembled here. Distribution of new cars thus far in 1935 exceeds that of the comparative period of 1934 both in volume and units, but for the year just closed unit distribution was less than in 1933 by about 4 per cent.

Distribution in value during the same period also was slightly less. The bulk of sales has been in the low-priced field. The used-car market has been particularly active during the past year.

#### Boston

During 1934, the registration of new cars was 20 per cent ahead of the total for 1933, which was 63,248. Total figures are not yet completely available. The three low-priced cars accounted for more than 50 per cent of the new registration.

The trend toward the lower-priced car still continues. Companies which sell the more expensive makes have begun introducing a less-expensive and more moderate-priced model, in keeping with the resources of the consumer. Already this year the early total registration has been 50,000 or about 10 per cent ahead of normal for this season of the year.

#### Cleveland

New passenger car registrations in Cuyahoga County in 1934 increased 26 per cent over 1933, while truck registrations were up 71 per cent. Used-car sales showed a gain of 31 per cent. Registrations of new passenger cars in Ohio increased approximately 30 per cent.

Production in this section is confined principally to trucks. Output last year was substantially ahead of 1933, and manufacturers curtailed losses. Parts makers operated at high levels to supply the demand from Detroit, and in most instances business was on a profitable basis. Since October factory employment has increased as much as 50 per cent in larger plants.

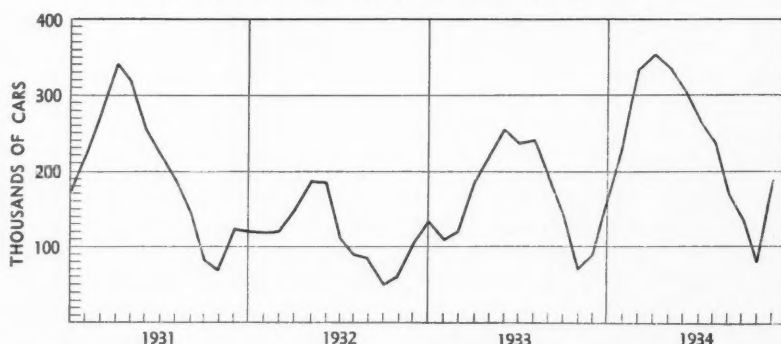
Buying has been principally in the lower-price brackets, although sales of all cars have expanded. New car prices have undergone no marked changes from a year ago.

#### Dallas

The local automobile trade in 1934 experienced the best conditions in recent years. Registration of new cars exceeded the 1933 figures by 20 per cent. The new models, just introduced, have given additional impetus and present indications are that registrations in 1935 will set a new record.

The general price level is slightly higher, due entirely, however, to increases on the de luxe models. Dealers' stocks of both

UNITED STATES AUTOMOBILE PRODUCTION



Total production of passenger cars and trucks in the United States during 1934 amounted to 2,778,739 units, a gain of 44.7 per cent over the 1,920,057 manufactured in 1933, and an increase of 103.7 per cent, when compared with the 1932 total of 1,370,678. For the first time since 1930, registrations increased.



new and used cars are in a healthy condition, with but few evidences of out-of-date or unsalable units.

#### Denver

Output in value for 1934 showed a 6 to 15 per cent increase; volume showed a gain of 75 to 100 per cent over 1933. Distribution was general, with standard passenger cars in the price range of \$600 to \$1,200 showing the greater per unit sales. Prices have been stable, with the trend slightly upward.

#### Detroit

Production in the fourth quarter of 1933 amounted to 288,512 units, as compared to approximately 353,000 in the last quarter of 1934—an increase of 26 per cent over the previous year. This remarkable increase was due to two general causes; namely, better business conditions and advancing the production of the new models practically one month ahead of last year.

Prices have remained firm, with a very slight advance noted. The manufacturers, however, are giving a greater dollar value than ever before, resulting in a lower margin of profit to the manufacturer. Wholesaling and distribution in this industry, as a rule, are done by the manufacturers. Dealers' stocks of new and used cars as of November 30, 1934, were low, and dealers were reported in a better position to handle new models than in several previous years.

#### Indianapolis

Registration of new automobiles showed a substantial increase for 1934 over 1933. Figures for the twelve months of 1934 are not available, as yet, but registration for the 11 months showed 43,175 cars, against a total of 39,838 for the entire year of 1933.

In the Indianapolis metropolitan area, the 1934 registration of new cars totalled 10,277, as contrasted with 8,490 registrations in 1933. The sale of trucks in this same area totalled 1,856 for 1934, as against 872 for 1933.

#### Kansas City

Automobile dealers generally report that sales for the year just ended exceeded those for any year since 1928, and are optimistic in regard to the business so far this year, as it was reported by the dealers that sales were exceeding those of a year ago at this time. It is reported that approximately 86 per cent of the cars sold are represented by the three light popular-priced models.

#### Memphis

Cheerfulness prevails in the automobile trade and early response to coming of new models is called exceedingly satisfactory. Trend still runs largely to the lighter car class, and dealers say it is too early to tell whether there will be any important turning toward the more expensive cars. Costs are so little changed that that element figures little, the buyers apparently feeling that they are getting more for their dollar than ever before.

Buying power has been improved through Government distribution to the agricultural classes and reduction of outstanding obligations. Few reposessions have been necessary during the past few months and used cars have moved out satisfactorily. More than usual all-cash purchases have been and are being made.

While some uncertainty is felt over possibilities of legislation at Washington, there has been an accumulation of potential buying power in the market, which now is finding expression, causing delays in making prompt deliveries. Outlook is regarded as hopeful, although much will depend on future plans of crop control and prospects for the new crop season.

#### Minneapolis

Distribution of automobiles and equipment is showing an improvement in both city and country. Deliveries of cars in Minneapolis and St. Paul for the first half of January, 1935, amounted to 315, as compared with 218 for the same

period in 1934. The truck deliveries for the same interval amounted to 115, as compared with 97. Inquiries are quite brisk, and a better Spring business is anticipated than developed last year.

#### Newark

The wholesale and retail parts branch of the industry locally reports a generally favorable trend, with prices fluctuating slightly. Parts manufacturers find that, due to anticipation of larger production for 1935, car manufacturers are purchasing somewhat more heavily than last year.

Prices in the latter division are holding steady with some, while with others slight recessions are noted. Collections continue tight, but show a generally easier trend.

#### Norfolk

One of the local assembly plants reports a daily output of 310 units, against an output of 200 last year at this time. Also that it is well behind in its orders from dealers. Some of the small car dealers are awaiting new models. Even so, sales in this class are up 25 per cent over last year's. In some of the large car classes, dealers report an increase of 50 per cent.

The heavy demand is for cars in the lower-price ranges, with considerable attention still being shown to used cars. Prices, in the low-car field, are up about 3 per cent, stationary in the medium field, and down on some of the highest-priced cars. All dealers consider the outlook very promising.

#### Omaha

Whereas in 1933 there was a steady increase in the sale of new cars from January through October, this trend was not duplicated in 1934, the peak having been reached in May and June, with a steady slackening-off to the end of the year, with sales in the latter months falling below the figures of 1933. The total sales for the year, however, showed quite a material increase over 1933.

While registration figures are not available for January, 1935, optimism is running very high. All dealers in the popular-priced cars report a greater demand than in the same period in 1934, with more interest being shown and buying quite a bit greater than in January, 1934. Most dealers report more sales to date than they will be able to deliver for the next two months, the demand exceeding the supply.

Interest still is in the lower and medium-priced cars, with no particular revival in the higher brackets noted. As a whole, the new models are being received with favor, and optimism in the industry is very pronounced.

#### Pittsburgh

This is not an automobile center, although many of the component parts used in the automobile industry are produced in this and adjoining districts, particularly sheets, strips, nuts, bolts, and screws. Safety glass also is produced in considerable volume in this territory. The demand for these lines has been showing a steady increase, and the outlook for betterment is apparently favorable.

As a whole, 1934 was the best in several years, and the number of passenger cars registered in Allegheny County was 21 per cent greater than in 1933, and 80 per cent greater than in 1932. The number of commercial cars registered was 56 per cent above that of 1933, and almost double that of 1932.

#### Rochester

At present there appears to be a brisk demand for the three lower-priced automobiles. There is very little activity in the higher-priced lines, and this condition is expected to continue until Spring.

There is a feeling that prices will remain about the same, although some models are slightly lower than a year ago. Distributors look for a good year in all lines for 1935.

#### St. Louis

Recent comment by automobile dealers in this district reflects considerably more optimism than at the corresponding periods a year or two years earlier. This attitude may be attributed, to an extent, to heavy replacement requirements, improved conditions in rural areas, and betterment in general business throughout the district. Relatively speaking, the most favorable results were reported to have been obtained in the South, particularly where cotton is the principal crop.

Car dealers consulted report their dollar volume for 1934 to have advanced from 7 to 25 per cent over that of 1933. The improvement was indicated to have extended to practically all classes of makes, but was most pronounced in the low-priced field. Unit sales also were reported to have increased.

November, 1934, sales of pleasure cars were said to have been approximately 29 per cent greater than those for November, 1933. Truck sales for the same month were reported to be about 68 per cent higher. There was understood, however, to have been a nominal decrease recently in the sales of used cars, due probably to the scarcity of desirable vehicles.

#### Seattle

Automobile sales in King County during the year 1934 showed an increase over sales in 1933. The total for 1934 was 16,574, a gain of 326 over the 1933 figure of 16,248. These totals included sales of both new and used automobiles, passenger cars, and trucks. The first five months of 1934 showed heavy gains over the corresponding months of the previous year, but in the last seven months only August recorded heavier sales than for the year previous.

As elsewhere, the low-priced cars lead the field. Prospects for the future are looked upon by most dealers with optimism, and it is believed that substantial gains

will be made during the first five months of the present year.

#### Failures at New Low

The number of failures in the automobile industry reached an all-time high in 1930, when the total rose to 1,351. This figure included the bankruptcies listed for manufacturers, as well as wholesalers and retailers of automobiles, automobile supplies, and automobile parts and accessories. It was not until 1932, however, that the money which the industry lost through failures established a peak at \$38,347,401 for 987 defaults.

After setting that record, the reduction in both the number of failures and the involved liabilities has been abrupt. In 1933 the former dropped to 391, representing a decline of 60.4 per cent from the preceding year's total, while the latter were lowered to \$10,481,568, which was smaller than the money loss of 1932 by 72.7 per cent.

Although this downtrend was extended in 1934, it was less accentuated, as the 234 failures compared with 391 in 1933, which was a decline of only 40.2 per cent, while the defaulted indebtedness was \$8,406,432, as against \$10,480,568 in 1933, or a drop of 19.8 per cent. In both divisions, however, the figures were the lowest recorded in the history of the industry.

The complete insolvency record of the automobile industry since 1930, including the twelve months of 1934, as compiled by Dun & Bradstreet, Inc., shows:

#### Manufacturers

(Automobiles, Automobile Supplies and Accessories)

| Year      | Number | Liabilities |
|-----------|--------|-------------|
| 1930..... | 196    | \$5,410,562 |
| 1931..... | 114    | 2,832,260   |
| 1932..... | 115    | 10,905,517  |
| 1933..... | 34     | 972,514     |
| 1934..... | 24     | 3,307,453   |

#### Wholesalers and Retailers

(Automobiles, Automobile Supplies and Accessories)

| Year      | Number | Liabilities  |
|-----------|--------|--------------|
| 1930..... | 1,155  | \$23,733,170 |
| 1931..... | 824    | 15,895,764   |
| 1932..... | 872    | 27,441,884   |
| 1933..... | 357    | 9,509,054    |
| 1934..... | 210    | 5,098,997    |

# SPRING VOLUME IN PAINTS TO SURPASS 1930 LEVEL

THE recovery made by the paint trade during 1934 has placed it in the vanguard of the industries which are leading the way to a new era of intensified activity. There has been nothing spectacular accompanying the progress, but expansion was gradual and general, with the exception of a few dull months during the Summer. With production higher by 20 to 25 per cent than in 1933 and sales increased by 15 to 25 per cent in the same comparison, the strongest position since 1930 has been attained, while efficiency of operations and the maintenance of amicable trade practices are under the best control in the industry's history.

As a result of the general business improvement and home modernization campaigns, opinion is unanimous regarding a more abrupt increase in both production and distribution in the early part of 1935. Dealer stocks, which are conservatively priced, represent workable stock in excellent condition, but will need generous replenishment before Spring.

Manufacturers view the outlook as the most encouraging in the past decade, and are preparing for increased production by March, when the Government's housing rehabilitation program will have reached its full stride. The contraseasonal broadening of demand for industrial paints since December 1 has led many manufacturers to estimate that output in 1935 will rise to the highest level since 1929. Almost without exception, manufacturers operated profitably during 1934, and many have been enabled to liquidate dividend arrears of two years' standing.

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*With constant broadening of demand for industrial paints and the expanding needs of home-owners, manufacturers estimate that 1935 output will rise to highest level since 1929. Production in 1934 was 30 per cent larger than in 1933, and 35 per cent in excess of 1932. Wallpaper output up 20 per cent.*

## Output at Three-Year High

During the first half of 1934, production of paints averaged 30 to 50 per cent larger than in 1933. During July, August, and September, however, output was curtailed, because of the retardation of industrial activity, labor difficulties in various parts of the country, and the practical cessation of distribution in the drought-affected States. While schedules in nearly all divisions have been lifted since October, output for the year has been held to 20 to 35 per cent in excess of the 1933 total.

Total sales for the ten months of 1934, as reported by 586 identical manufacturers of paint, varnish, and lacquer products to the Bureau of Census, were \$245,648,080. This represented an increase of 29 per cent over the \$190,370,669 reported for the corresponding period of 1933, and higher by 35.5 per cent than for the comparative period of 1932. The total for the ten months of 1934 exceeded that for the entire twelve months of 1933 and 1932 by 10.3 per cent and 20.6 per cent, respectively.

For every month in 1934, sales of these manufacturers were larger than those of 1933 and 1932, and in May the total rose to \$35,614,819, which was the highest recorded for any month back to June, 1930. With output in most divisions holding steady since October, it is estimated that production for 1934

will run to the largest total since 1930. Houses throughout the country are being brightened both inside and out in the most general dress-up movement that has been witnessed in the past decade. Renovizing movements and loans from the F.H.A. have helped to stimulate de-

mand for house paints, while industrial sales have expanded, as a result of the betterment in general conditions.

## Sales Rising Rapidly

Retail trade has improved and the stronger demand for paint has been a large factor in the increased business reported by many hardware merchants. While the high level of sales during the first six months, when gains of 25 to 35 per cent over 1933 were reported, was not maintained, because of the Summer recession, retail distribution for 1934 will range from 15 to 25 per cent higher than in the year previous.

Nearly all parts of the country shared in the improvement, although the widest gains were reported from the Southeast, Southwest, Middle West, and the Pacific Coast. The selling price of ready-mixed paints has advanced in conformity with the increased cost of raw materials, ranging 8 to 10 per cent higher than the 1933 levels. The improvement in collections has been one of the most encouraging developments of the year, as more customers discounted, more paid promptly, and the list of past due accounts has been reduced to the smallest size in four years.

## More Wallpaper Used

From the ancillary position occupied in home decorative planning for several years, wallpaper



has emerged more popular and more beautiful than ever. Due to the enterprise and resourcefulness of manufacturers, the season's wallpapers are so artistic in conception and so varied in treatment that there now are designs to suit every possible kind of interior, to harmonize with every mood, and to overcome all decorative shortcomings. The growing popularity of this form of wall-covering is revealed in the figures on output, which were 15 to 25 per cent higher in units and dollar value than in 1933, with the increase running to a larger percentage for some of the cheaper grades.

Orders for Spring delivery are topping last year's good volume, in spite of the generous buying at that time, in order to cover against advancing prices. Although the largest gain in orders is for the cheaper grades, buying of the better qualities is heavier than last season. Orders to date are for preliminary stocks; but, judging from the frequency of inquiries, re-orders doubtless will exceed the number booked for any Spring in three or four years. The trend is strongly toward the washable papers in the medium and the better grades.

There have been some price advances in the cheaper grades of wallpaper, but close competition in these lines has restricted the mark-ups on many of the offerings, which should be selling at a higher figure, in view of the increased wages and the rising costs of materials. Wallpaper wholesalers report collections better than at any time since banks and trust companies began to tighten on granting mortgages to building contractors in the Fall of 1927.

#### Atlanta

Manufacturers and wholesalers of paints report an increase of 20 to 25 per cent in sales, both in units and value. Demand has been largely for house paints, in connection with Government housing projects. Industrial demands were about on a par with 1933. Prices practically were unchanged.

#### Buffalo

In the local paint trade, volume in dollar value has advanced 5 to 10 per cent above that of a year ago. Production in the wallpaper trade shows an increase over a year ago of 18 to 23 per cent in units and dollar values, with no change in prices.

#### Cincinnati

As a result of general industrial improvement and home modernization campaigns, the paint trade definitely is in a stronger position by comparison with conditions of last year. The upturn was gradual, extending with some variation throughout the twelve months' period, which closed with sales ranging from 20 to 25 per cent in excess of the 1933 volume.

Gains in wallpaper sales have been somewhat larger than the volume of improvement shown by the paint trade. Orders booked for Spring, 1935, delivery have so far slightly exceeded those of 1934, when substantial commitments were made, in order to cover against advancing prices.

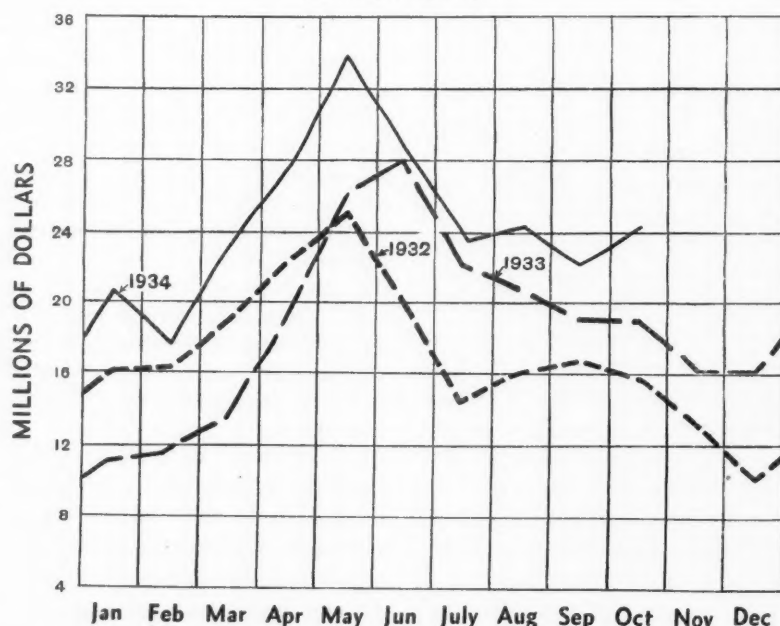
#### Cleveland

The paint industry, one of the most important in this section, has been among the first to recover from the depression. Almost without exception, manufacturers have operated profitably during the past year. Sales increases have ranged from 15 to 25 per cent over 1933. Renovizing and Federal Housing loans have helped to stimulate demand for house paints, while industrial sales have expanded as a result of general betterment in conditions.

#### Dallas

While the year's total sales were disappointing, a favorable trend has been noticeable within the last four months. Several distributors report increases during this period of 25 per cent, as compared with the corresponding four months a year earlier. This recent stimulation is attributed largely to repairs that are being made under the provisions of the National Housing Act.

SALES OF PAINT, VARNISH AND LACQUER PRODUCTS \*  
(588 Manufacturers)



(\*) Based on statistics compiled by Bureau of Census. Manufacturers' sales of \$245,648,080 for the ten months of 1934 represented an increase of 29 per cent over the comparative 1933 total of \$199,370,669 and 55.5 per cent over 1932. The ten months' sales of 1934 exceeded those for the entire twelve months of 1933 and 1932 by 10.3 and 20.6 per cent, respectively.



### Detroit

Paint manufacturers in this area gradually are changing from natural to synthetic gums. This is reflected by a 20 per cent increase over 1933 in synthetic products manufactured, as compared to a 5 per cent increase in the products manufactured from natural gums.

Local paint markets have consumed approximately 10 to 15 per cent more units this year than last, whereas national distribution from Detroit has increased about half that figure. Demands of the automobile industry for paints during the last quarter of 1934 were not much in excess of the same quarter in 1933, automobile manufacturers having released large orders in the last quarter of 1933, immediately prior to a price increase.

Sales of paints for factory maintenance and house renovating, as well as wallpaper for redecoration, have composed almost all of the unit increase. Recent price increases in the paint line average 15 per cent. Wallpaper has increased only slightly, as prices were advanced noticeably last year.

### Indianapolis

For the fiscal year 1934, the output in money value was 36 per cent greater than in 1933. Unit output increased approximately 30 per cent. The interior finishes and maintenance materials increased considerably more than exterior paints. Industrial finishes increased approximately the same as shelf goods.

Prices are well stabilized at the present time, both in raw materials and finished goods. The small increase in price during the early part of the year did not cover the increased cost of raw materials and manufacturing, but this item was offset, to a very great extent, by the increase in sales volume. Indications point to better sales conditions during 1935.

### Minneapolis

The volume of paint sold by manufacturers and jobbers in the Twin City trade territory during

the first ten months of 1934 was ahead of that for the corresponding period in 1933 by about 22 per cent. During December there was a little falling off, as compared with December, 1933, when there was an exceptional amount of C.W.A. work under way requiring the use of paint.

This city is a large producer of linseed oil and records show that, during November, 1934, there were 3,524,990 pounds shipped from Minneapolis, as compared with 1,399,502 barrels in November, 1933. These cities manufacture little or no wallpaper, but jobbers have done a better business than in 1933.

### Omaha

Sales for the year in the wholesale field are about 30 per cent over last year's. There was a little slackening in the volume during the latter part of the year, as sales for September, October, and November were only about 20 per cent above the 1933 figures.

There is a very optimistic feeling in the paint trade for an immediate and very definite improvement early in 1935. Farm prices are higher and, with an average crop, there should be considerable buying in the rural districts. It also is anticipated that the F.H.A. program will create a large demand for both paints and wall-papers.

### Richmond

Houses consulted report an improvement both in sales and collections. The turnover in November and December more nearly approximated normal conditions than in the past three or four years. This showing is not attributed to any appreciable extent to the Federal Housing program, but principally to a healthy expansion and to an easier money condition throughout the farming sections.

### St. Louis

Wholesale and retail paint concerns report their volume to have increased approximately 20 per

cent in 1934, as compared with a year ago. Demand is reported to have been stimulated, to an extent, by increased employment and legislation furthering loans to home owners for general property improvement.

### Fewest Failures Since 1928

While it was in 1929 that the paint industry lost the largest amount of money in its history through bankruptcies, it was not until 1932 that the number of failures reached an all-time high. Since that time there has been a steady reduction, which brought the total number of manufacturers and wholesalers and retailers of paint down to 103 in 1934 and involved liabilities of \$1,254,402, both figures representing the lowest recorded since 1928.

As the record for 1933 showed 118 failures, with a defaulted indebtedness of \$2,251,275, the 1934 totals were lowered by 12.7 per cent and 44.3 per cent, respectively. Thus the downtrend of the last two years has been continued, as for both divisions of the trade insolvencies in 1933 numbered 118, against 158 in 1932, a drop of 40, or 28.3 per cent, while the money loss which these failures entailed in 1933 dropped to \$2,251,275 from \$2,787,275 in 1932, a difference of \$536,000, or 19.3 per cent.

The complete insolvency record of the paint trade since 1927, including the entire twelve months of 1934, as compiled by Dun & Bradstreet, Inc., shows:

#### Manufacturers of Paint

| Year      | Number | Liabilities |
|-----------|--------|-------------|
| 1927..... | 11     | \$261,600   |
| 1928..... | 13     | 272,575     |
| 1929..... | 21     | 336,003     |
| 1930..... | 20     | 1,152,556   |
| 1931..... | 26     | 2,592,024   |
| 1932..... | 45     | 1,453,839   |
| 1933..... | 20     | 840,626     |
| 1934..... | 16     | 641,713     |

#### Wholesalers and Retailers of Paint

| Year      | Number | Liabilities |
|-----------|--------|-------------|
| 1927..... | 85     | \$932,229   |
| 1928..... | 84     | 791,019     |
| 1929..... | 91     | 5,650,373   |
| 1930..... | 116    | 1,843,693   |
| 1931..... | 109    | 1,546,173   |
| 1932..... | 113    | 1,333,436   |
| 1933..... | 98     | 1,410,649   |
| 1934..... | 87     | 612,699     |

# THE BUSINESS MONTH REPORTED

## 1st Federal Reserve District



POPULATION—7,834,000; PER CENT TOTAL U. S.—6.32

Consumer demand light during most of month, and volume of retail sales failed to equal that of February, 1934. Wholesalers found it difficult to reach figures of a year ago, although orders increased toward close of month. Further progress recorded for industrial activity, with increased distribution to almost all branches, except those depending upon construction. Cotton goods mills curtailed output, as stocks started to accumulate. Woolen mills to run at capacity for several months.



## 2nd Federal Reserve District



POPULATION—16,343,000; PER CENT TOTAL U. S.—13.12

Fluctuating weather conditions gave uneven trend to retail sales, with volume not more than 1 to 3 per cent above February, 1934, figures. Wholesale volume increased by filling orders; Spring buying slow in developing. Sales of chain stores off. Light manufacturing continued good; pace of heavy industries slackened. Volume of trading on Stock Exchange smallest for any February since 1921; prices dropped after reaching ten-month peak on February 18. Commodity prices declined.



## 3rd Federal Reserve District



POPULATION—7,619,000; PER CENT TOTAL U. S.—6.14

In spite of heavy consumer buying during comparative period a year ago, February retail sales were higher by 3 to 5 per cent than in 1934. Upturn in wholesale markets extended from week to week, as retailers placed orders for merchandise needed urgently for pre-Easter selling events. Industrial operations stepped up to meet demand for immediate and Spring deliveries. Steel output recovered toward close of month. Plumbing and heating equipment production 20 per cent above 1934.



## 4th Federal Reserve District



POPULATION—11,407,000; PER CENT TOTAL U. S.—9.19

More than seasonal falling-off in retail trade reduced sales 3 to 5 per cent from February, 1934, figures; total for January and February up 8 to 12 per cent from year ago, with rapid recovery expected in March. Moderate gain in wholesale orders. Industrial activity for month ahead of last year, despite drop in steel rate; automobile plants and paint factories at capacity. Industrial employment up 4.5 per cent from January and 7 per cent above February, 1934. Bank debits gained.



## 5th Federal Reserve District



POPULATION—11,073,000; PER CENT TOTAL U. S.—8.92

Rate of increase not so large as for month earlier, but retail sales were higher by 6 to 8 per cent than in February, 1934. Distinct improvement in wholesale orders, due to paucity of stocks in agricultural communities. Textile mills and tobacco factories at capacity, with number of working hours increased since first of year. Total of employed up slightly. Coal production increased. Preliminary farm work delayed by wet weather. Building operations above last year's showing.



## 6th Federal Reserve District



POPULATION—11,339,000; PER CENT TOTAL U. S.—9.14

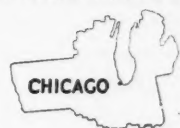
Business conditions in general showed an improvement over the situation prevailing a year ago, especially in the wholesale division, as many concerns were the busiest for this season since 1931; a large volume of orders from retailers in Florida accounted for part of increase. Despite seasonal decline, retail sales averaged 10 to 15 per cent higher than February, 1934, figures. Manufacturers reported steady demand for quality merchandise at salable prices. Some gain in employment.

# BY FEDERAL RESERVE DISTRICTS

POPULATION—18,606,000; PER CENT TOTAL U. S.—15.00

Special promotional events and favorable shopping weather during most of the month kept retail sales from falling under the February, 1934, total; percentage of increase small. Wholesale trade somewhat disappointing, sagging a little below last year's. February building permits nearly four times larger than a year earlier. Automobile production totalled 355,350 units for month; first quarter output estimated at 1,000,000. Consumer resistance growing to advancing meat prices.

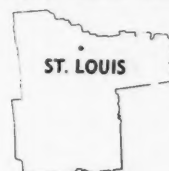
7th Federal Reserve District



POPULATION—9,676,000; PER CENT TOTAL U. S.—7.82

Special selling events and mild weather helped to hold retail sales for month 10 to 15 per cent above comparative 1934 level. Uncertainty as to coming wheat crop and continued curtailment of Government relief reduced orders from country districts, lowering volume from last year's. Industrial operations continued to advance; gains particularly large in heavy machinery; shoe output up 20 per cent from year ago. Construction permits for February double those of year preceding.

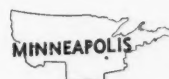
8th Federal Reserve District



POPULATION—5,370,000; PER CENT TOTAL U. S.—4.35

General business conditions during February showed an upward trend throughout this district. Nearly all lines of trade were benefited, and volume of retailers and wholesalers averaged 8 to 12 per cent above corresponding period of 1934. Higher schedules adopted by manufacturers of clothing, box-making machinery, adhesives, cooperage, paper goods, refrigerators, and farm implements; many factories increased labor forces 10 to 20 per cent. Flour bookings above last year's.

9th Federal Reserve District



POPULATION—7,967,000; PER CENT TOTAL U. S.—6.42

Increased activity during second half of month carried retail sales 10 to 15 per cent above February, 1934, total, in spite of heavy snowfall and dust-storms. Wholesale volume disappointing in comparison with last year's, because of rush of Easter buying at that time. Largest Spring business in five years anticipated, due to favorable conditions in the agricultural districts. Shipments of building materials and plumbing supplies gained. Bank deposits holding at recent high level.

10th Federal Reserve District



POPULATION—7,078,000; PER CENT TOTAL U. S.—5.72

February retail sales in most lines reflected few gains over the January figures, but total was higher by 8 to 12 per cent than a year ago. Dollar value of grocery sales up 5 to 15 per cent. Building permit values rapidly nearing peak since 1931. More industrial activity absorbing some of the unemployed; relief rolls reduced slightly during month. Good progress in farm work, with Spring planting well under way. Crop outlook best in three years; damage slight by recent freeze.

11th Federal Reserve District



POPULATION—9,758,000; PER CENT TOTAL U. S.—7.86

While many of the gains of January were not held, retail sales during February were maintained at a level of 2 to 5 per cent above those of February, 1934. Wholesale orders rose steadily during month, particularly for dry goods, wearing apparel, and staples; some shoe wholesalers reported gains of 40 to 50 per cent. Industrial activity increased, with employment generally 10 per cent above last year's. Drop in number of new mining projects. Crops in best condition in three years.

12th Federal Reserve District



# GRAPHIC REVIEWS

## NEWSPAPER ADVERTISING

**C**ONTINUING above the comparative figures of the preceding year for the sixteenth consecutive month, total newspaper advertising lineage during January in 52 cities aggregated 88,054,983 lines, according to data compiled by Media Records, Inc. This compared with 82,454,643 lines in the corresponding month of 1934, an increase of 5,600,340 lines, or 6.8 per cent.

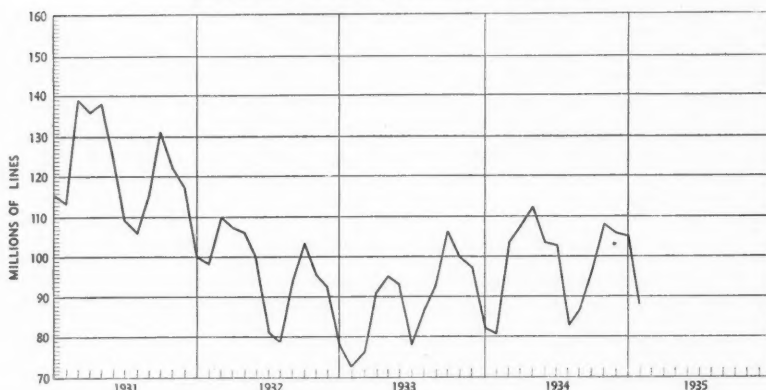
With the exception of financial advertising, all classifications showed gains over a year ago. Retail lineage in January amounted to 48,942,024 lines, representing an increase of 3,599,062 lines, or 7.9 per cent. Classified lineage totaled 15,780,837, a rise of 4.9 per cent, while general lineage was 14,988,580, a gain of 7.2 per cent.

### Newspaper Advertising Lineage \*

|             | (Total, 52 Cities) |               |             |
|-------------|--------------------|---------------|-------------|
|             | 1935               | 1934          | 1933        |
| Jan. ...    | 88,054,983         | 82,454,643    | 77,956,895  |
| Feb. ...    | ...                | 80,787,702    | 72,538,858  |
| Mar. ...    | ...                | 103,048,150   | 76,363,808  |
| Apr. ...    | ...                | 107,490,670   | 91,053,494  |
| May ...     | ...                | 112,122,217   | 94,048,666  |
| June ...    | ...                | 103,045,828   | 93,167,074  |
| July ...    | ...                | 83,183,488    | 78,319,115  |
| Aug. ...    | ...                | 87,692,250    | 86,338,635  |
| Sept. ...   | ...                | 96,377,922    | 92,617,963  |
| Oct. ...    | ...                | 108,809,838   | 105,970,192 |
| Nov. ...    | ...                | 106,998,808   | 99,823,309  |
| Dec. ...    | ...                | 105,608,881   | 96,715,692  |
| Total. .... | 1,178,880,397      | 1,065,514,601 |             |

\* Source: Media Records, Inc.

## NEWSPAPER ADVERTISING LINEAGE



The chart shows the trend in newspaper advertising lineage in 52 cities since 1931. An increase of 10.6 per cent in 1934 over 1933 interrupted the steady downward movement since 1929.

Total newspaper lineage for the year 1934 in 52 cities amounted to 1,178,880,397 lines, according to an analysis made by Media Records, Inc. This was a gain of 113,365,796 lines, or 10.6 per cent above the record for 1933, and marked the first reversal in the downtrend since the peak year 1929. Following are the figures, given in detail, for the past two years, with percentage changes:

|                 | Twelve Months |               | Change |
|-----------------|---------------|---------------|--------|
|                 | 1934          | 1933          | P. Ct. |
| Retail .....    | 669,741,114   | 597,386,437   | +12.1  |
| General .....   | 211,383,957   | 188,044,720   | +12.4  |
| Automotive ...  | 73,306,045    | 62,642,330    | +17.0  |
| Financial ....  | 19,127,702    | 20,179,016    | -5.2   |
| Classified .... | 205,321,579   | 197,262,098   | +4.1   |
| Total .....     | 1,178,880,397 | 1,065,514,601 | +10.6  |

## BITUMINOUS COAL PRODUCTION

**P**RODUCTION of bituminous coal in February amounted to 34,423,000 tons, which was a drop of 5.4 per cent from the preceding month. This, however, contrasted with a gain of 3.3 per cent in the February daily average output as compared with January.

For the first two months of this year, bituminous output totalled 70,816,000 tons, compared with 65,522,000 in the same period of last year, a rise of 8.1 per cent.

### Monthly Bituminous Production \*

|             | (Tons)      |             |            |
|-------------|-------------|-------------|------------|
|             | 1935        | 1934        | 1933       |
| Jan. ...    | 36,393,000  | 32,916,000  | 27,707,000 |
| Feb. ...    | 34,423,000  | 32,606,000  | 27,953,000 |
| Mar. ...    | ...         | 38,497,000  | 24,301,000 |
| Apr. ...    | ...         | 24,772,000  | 19,843,000 |
| May ...     | ...         | 28,100,000  | 22,549,000 |
| June ...    | ...         | 26,424,000  | 25,498,000 |
| July ...    | ...         | 25,280,000  | 29,675,000 |
| Aug. ...    | ...         | 27,462,000  | 34,456,000 |
| Sept. ...   | ...         | 27,670,000  | 29,745,000 |
| Oct. ...    | ...         | 32,573,000  | 30,304,000 |
| Nov. ...    | ...         | 30,450,000  | 31,223,000 |
| Dec. ...    | ...         | 31,386,000  | 30,377,000 |
| Total. .... | 358,136,000 | 333,631,000 |            |

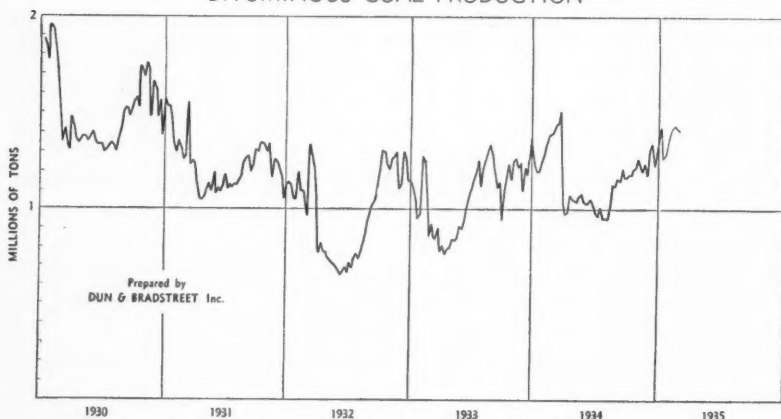
\* Source: U. S. Bureau of Mines.

### Weekly Bituminous Production \*

|            | (Daily average output, tons) |           |           |
|------------|------------------------------|-----------|-----------|
|            | 1935                         | 1934      | 1933      |
| Feb. 23... | 1,409,000                    | 1,388,000 | 1,031,000 |
| Feb. 16... | 1,419,000                    | 1,336,000 | 1,253,000 |
| Feb. 9...  | 1,425,000                    | 1,287,000 | 1,289,000 |
| Feb. 2...  | 1,415,000                    | 1,249,000 | 975,000   |
| Jan. 26... | 1,375,000                    | 1,192,000 | 955,000   |
| Jan. 19... | 1,293,000                    | 1,205,000 | 1,069,000 |
| Jan. 12... | 1,278,000                    | 1,230,000 | 1,119,000 |
| Jan. 5...  | 1,429,000                    | 1,382,000 | 1,156,000 |

\* Source: U. S. Bureau of Mines.

## BITUMINOUS COAL PRODUCTION

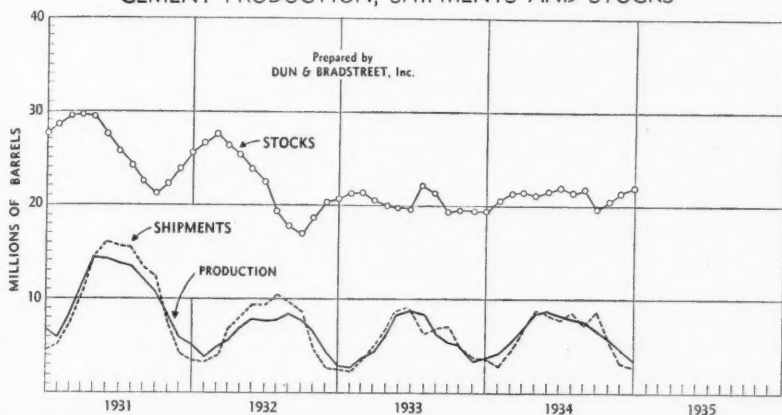


The chart shows the weekly movement of daily average production. In February the daily average output was equal to 1,440,000 tons, as compared with 1,360,000 tons in the same month a year ago.



# OF MAJOR TRENDS

## CEMENT PRODUCTION, SHIPMENTS AND STOCKS



Production and shipments of cement in January showed decreases of 15.3 and 24.7 per cent, respectively, compared with January, 1934. Stocks, however, were 11.6 per cent higher than a year ago.

### PORTLAND CEMENT INDUSTRY

**P**RODUCTION of portland cement has been steadily lower since the seasonal peak of last June. Total output for January, 1935, as reported by the United States Bureau of Mines, was 3,202,000 barrels, compared with 4,447,000 barrels in December and 3,779,000 barrels in January, 1934. This represented declines of 28.0 and 15.3 per cent, respectively. Production in January was at the rate of 14.1 per cent of capacity, as against 19.5 per cent in December, 29.3 per cent in October, and 16.6 per cent in January a year ago.

#### Production (Barrels)

|                 | 1935       | 1934       | 1933      |
|-----------------|------------|------------|-----------|
| January .....   | 3,202,000  | 3,779,000  | 2,958,000 |
| February .....  | 4,168,000  | 2,777,000  | 4,168,000 |
| March .....     | 5,257,000  | 3,684,000  | 6,544,000 |
| April .....     | 6,544,000  | 4,188,000  | 8,554,000 |
| May .....       | 8,554,000  | 6,282,000  | 8,813,000 |
| June .....      | 8,813,000  | 7,804,000  | 8,144,000 |
| July .....      | 8,144,000  | 8,609,000  | 7,842,000 |
| August .....    | 7,842,000  | 8,223,000  | 7,680,000 |
| September ..... | 7,680,000  | 5,638,000  | 6,675,000 |
| October .....   | 6,675,000  | 5,037,000  | 5,779,000 |
| November .....  | 5,779,000  | 4,672,000  | 4,447,000 |
| December .....  | 4,447,000  | 8,526,000  |           |
| Total .....     | 77,682,000 | 63,373,000 |           |

#### Shipments (Barrels)

|                 | 1935       | 1934       | 1933      |
|-----------------|------------|------------|-----------|
| January .....   | 2,846,000  | 3,778,000  | 2,502,000 |
| February .....  | 2,952,000  | 2,278,000  | 4,618,000 |
| March .....     | 4,618,000  | 3,510,000  | 6,492,000 |
| April .....     | 6,492,000  | 4,949,000  | 8,784,000 |
| May .....       | 8,784,000  | 6,709,000  | 8,541,000 |
| June .....      | 8,541,000  | 7,979,000  | 7,898,000 |
| July .....      | 7,898,000  | 8,697,000  | 8,249,000 |
| August .....    | 8,249,000  | 5,894,000  | 7,388,000 |
| September ..... | 7,388,000  | 6,517,000  | 8,439,000 |
| October .....   | 8,439,000  | 6,750,000  | 5,674,000 |
| November .....  | 5,674,000  | 4,463,000  | 3,104,000 |
| December .....  | 3,104,000  | 3,738,000  |           |
| Total .....     | 75,917,000 | 64,086,000 |           |

Shipments of cement in January fell to 2,846,000 barrels, a drop of 8.3 per cent from the December total of 3,104,000, and comparison with the 3,778,000 barrels shipped in January, 1934, shows a decrease of 24.7 per cent. Stocks at the end of January increased to 21,816,000 barrels, the highest since June of last year.

#### Stocks (Barrels)

| End of Month    | 1935       | 1934       | 1933       |
|-----------------|------------|------------|------------|
| January .....   | 21,816,000 | 19,547,000 | 20,624,000 |
| February .....  | 20,762,000 | 21,125,000 | 21,422,000 |
| March .....     | 21,422,000 | 21,298,000 | 21,557,000 |
| April .....     | 21,557,000 | 20,542,000 | 21,301,000 |
| May .....       | 21,301,000 | 20,117,000 | 21,600,000 |
| June .....      | 21,600,000 | 19,936,000 | 21,852,000 |
| July .....      | 21,852,000 | 19,848,000 | 21,424,000 |
| August .....    | 21,424,000 | 22,078,000 | 21,734,000 |
| September ..... | 21,734,000 | 21,216,000 | 19,972,000 |
| October .....   | 19,972,000 | 19,502,000 | 20,078,000 |
| November .....  | 20,078,000 | 19,709,000 | 21,421,000 |
| December .....  | 21,421,000 | 19,541,000 |            |

## FREIGHT CARLOADINGS

**C**ARLOADINGS of revenue freight in the first two weeks of February compared with the same periods of 1934, but freight shipments in the two latter weeks of the month dropped below the comparative figures of last year.

Carloadings for the first eight weeks of this year aggregated 4,496,072 cars, as compared with 4,497,556 cars in the corresponding 1934 period, and 3,894,774 cars in 1933. This represents a drop of 0.03 per cent from last year, but an increase of 15.4 per cent above the figure of two years ago.

Loadings in the first eight weeks of this year compare as follows:

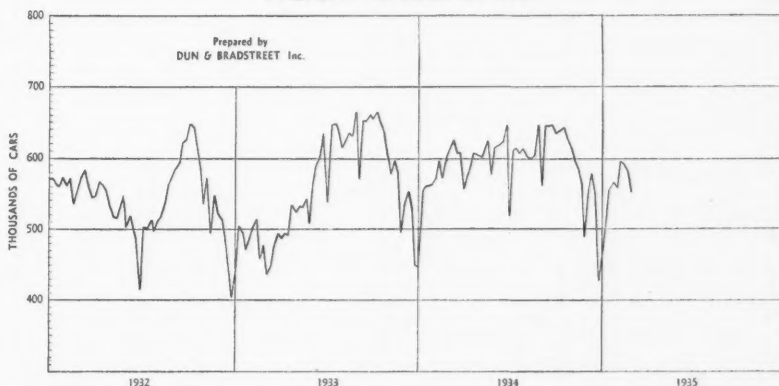
|                             | 1935      | 1934      | 1933 |
|-----------------------------|-----------|-----------|------|
| Miscellaneous freight.....  | 1,616,295 | 1,525,328 |      |
| Merchandise (L. C. L.)..... | 1,185,258 | 1,242,951 |      |
| Coal .....                  | 1,124,271 | 1,104,228 |      |
| Forest products.....        | 175,035   | 169,878   |      |
| Ore .....                   | 23,489    | 24,850    |      |
| Coke .....                  | 65,749    | 71,293    |      |
| Grain and grain products... | 198,539   | 237,150   |      |
| Livestock .....             | 107,436   | 131,078   |      |

#### Carloadings by Weeks \*

|                  | 1935    | 1934    | 1933    |
|------------------|---------|---------|---------|
| February 23..... | 552,896 | 574,908 | 462,315 |
| February 16..... | 581,981 | 600,268 | 517,529 |
| February 9.....  | 592,560 | 573,898 | 504,663 |
| February 2.....  | 598,164 | 565,401 | 486,059 |
| January 26.....  | 555,768 | 563,100 | 475,292 |
| January 19.....  | 562,955 | 561,902 | 499,554 |
| January 12.....  | 553,675 | 557,206 | 509,893 |
| January 5.....   | 498,073 | 500,813 | 439,469 |
| December 29..... | 425,120 | 454,765 | 403,301 |
| December 22..... | 547,595 | 531,464 | 494,510 |
| December 15..... | 579,935 | 559,419 | 515,769 |
| December 8.....  | 551,011 | 541,992 | 520,607 |
| December 1.....  | 488,118 | 499,596 | 547,095 |
| November 24..... | 561,313 | 585,758 | 493,311 |
| November 17..... | 584,525 | 602,708 | 572,623 |
| November 10..... | 594,932 | 583,073 | 536,687 |
| November 3.....  | 612,457 | 614,136 | 587,302 |
| October 27.....  | 624,252 | 642,423 | 617,284 |

\* Source : Association of American Railroads

## FREIGHT CARLOADINGS



A decline in freight carloadings in the last two weeks of February neutralized the gain recorded in the first two weeks, thus holding the total loadings for the year to date slightly below those of a year ago.

# GRAPHIC REVIEWS

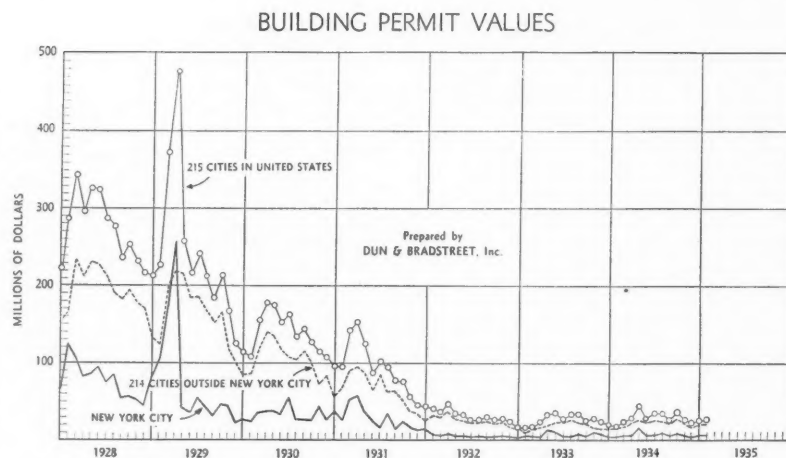
## BUILDING PERMITS HIGHER

**B**UILDING permit values showed further moderate improvement during the month of January. Permit costs increased 3.1 per cent above January, and followed a gain of 27 per cent in January, as compared with December. The February building exhibit makes an even better showing, when contrasted with the same month of last year. The increase over the comparable figure of a year was 43.1 per cent, as against a rise of 28.7 per cent in January over the corresponding month of 1934.

Groups totals of building permit values for the 215 cities for February, 1935, and 1934, are shown in the following table:

|                    | February, 1935 | February, 1934 | Change P. C. |
|--------------------|----------------|----------------|--------------|
| New England...     | \$1,798,602    | \$1,082,321    | +66.2        |
| Middle Atlantic... | 7,647,053      | 5,738,283      | +33.3        |
| South Atlantic...  | 4,070,401      | 3,902,810      | +4.3         |
| East Central...    | 3,225,955      | 2,175,898      | +48.3        |
| South Central...   | 2,628,630      | 1,434,980      | +82.9        |
| West Central...    | 1,180,432      | 846,589        | +39.4        |
| Mountain...        | 589,723        | 336,250        | +75.4        |
| Pacific...         | 6,515,206      | 3,810,333      | +71.0        |
| Total U. S....     | \$27,651,002   | \$19,320,964   | +43.1        |
| New York City...   | \$5,852,908    | \$2,994,728    | +95.4        |
| Outside N.Y.C....  | \$21,798,094   | \$16,326,236   | +33.5        |

A sectional analysis of the February report reveals gains in four groups and declines in four. Improvement was noted in the New England, Middle Atlantic, South Atlantic and Pacific divisions, while losses were registered



A small seasonal increase in February, coupled with the sharp rise in January was reflected in a gain of 35.4 per cent in the building permit total for the first two months of this year.

in the East Central, South Central, West Central, and Mountain groups. Every section of the country, however, reported more or less expansion in building permits, when compared with the like month of last year.

### Building Permit Values (Monthly)

|            | 1935          | 1934          | 1933         |
|------------|---------------|---------------|--------------|
| Jan. ....  | \$26,826,268  | \$20,825,055  | \$17,744,805 |
| Feb. ....  | 27,651,002    | 19,326,964    | 17,161,943   |
| Mar. ....  | 25,505,005    | 25,505,005    | 17,798,441   |
| Apr. ....  | 29,280,666    | 22,001,417    | 22,001,417   |
| May ....   | 43,825,268    | 31,525,523    | 31,525,523   |
| June ....  | 28,621,565    | 34,098,384    | 34,098,384   |
| July ....  | 33,899,650    | 29,484,891    | 29,484,891   |
| Aug. ....  | 34,452,738    | 32,391,868    | 32,391,868   |
| Sept. .... | 26,567,925    | 32,243,704    | 32,243,704   |
| Oct. ....  | 37,501,122    | 26,198,342    | 26,198,342   |
| Nov. ....  | 27,459,066    | 28,021,688    | 28,021,688   |
| Dec. ....  | 21,125,723    | 24,915,270    | 24,915,270   |
| Total ..   | \$348,390,747 | \$313,676,276 |              |

## WHEAT SUPPLIES AND EXPORTS

**A**DDED to the constantly decreasing visible wheat supplies in the United States, the threat of another drought in the Western wheat-growing areas is gradually assuming a graver aspect.

With the end of the current crop year still about four months away, domestic stocks of wheat on March 1 totalled 67,415,000 bushels, the smallest since 1928.

### Visible Wheat Supplies\*

|                  | 1935        | United States | Canada |
|------------------|-------------|---------------|--------|
| March 1.....     | 67,415,000  | 235,515,000   |        |
| February 1.....  | 70,803,000  | 242,363,000   |        |
| January 1.....   | 95,305,000  | 253,119,000   |        |
| 1934             |             |               |        |
| December 1.....  | 104,302,000 | 249,686,000   |        |
| November 1.....  | 113,525,000 | 246,247,000   |        |
| October 1.....   | 126,115,000 | 222,260,000   |        |
| September 1..... | 129,138,000 | 183,710,000   |        |
| August 1.....    | 122,764,000 | 185,120,000   |        |
| July 1.....      | 84,498,000  | 190,717,000   |        |
| June 1.....      | 82,590,000  | 196,869,000   |        |
| May 1.....       | 92,200,000  | 211,091,000   |        |
| April 1.....     | 101,158,000 | 220,759,000   |        |
| March 1.....     | 111,730,000 | 227,060,000   |        |
| February 1.....  | 121,453,000 | 233,368,000   |        |
| January 1.....   | 137,791,000 | 241,084,000   |        |

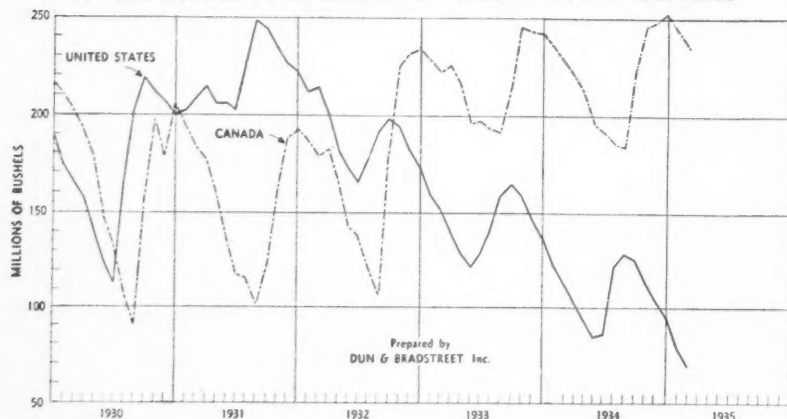
\* Source: Dun & Bradstreet, Inc.

### U. S. Wheat Exports\*

|             | 1935       | 1934       | 1933        |
|-------------|------------|------------|-------------|
| Jan. ....   | 1,264,000  | 4,570,000  | 9,559,000   |
| Feb. ....   | 4,039,000  | 4,039,000  | 8,704,000   |
| Mar. ....   | 4,733,000  | 4,733,000  | 8,852,000   |
| Apr. ....   | 5,482,000  | 5,482,000  | 8,930,000   |
| May ....    | 4,335,000  | 4,335,000  | 15,941,000  |
| June ....   | 1,415,000  | 1,415,000  | 8,814,000   |
| July ....   | 2,108,000  | 2,108,000  | 13,567,000  |
| Aug. ....   | 2,042,000  | 2,042,000  | 17,115,000  |
| Sep. ....   | 2,199,000  | 2,199,000  | 18,335,000  |
| Oct. ....   | 1,923,000  | 1,923,000  | 14,660,000  |
| Nov. ....   | 1,936,000  | 1,936,000  | 14,935,000  |
| Dec. ....   | 1,511,000  | 1,511,000  | 12,203,000  |
| Total ..... | 36,353,000 | 36,353,000 | 151,615,000 |

\* Source: U. S. Department of Commerce.

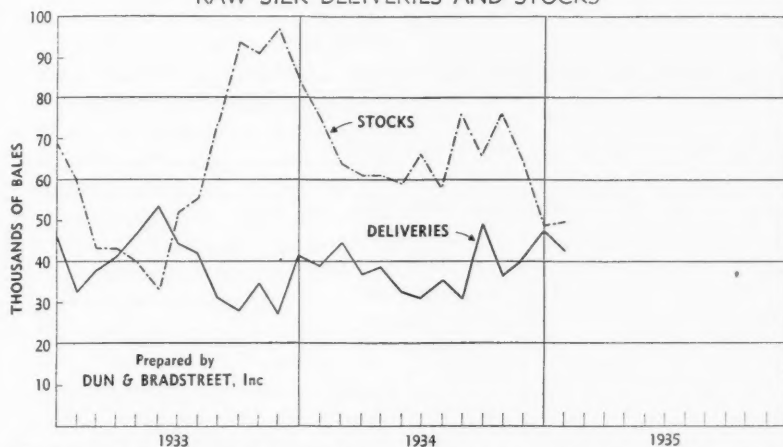
## UNITED STATES AND CANADIAN VISIBLE WHEAT SUPPLIES



The steady decline in United States visible supplies of wheat since September 1 of last year has carried the March 1 figure to the lowest point recorded in the past eight years.

# OF MAJOR TRENDS

## RAW SILK DELIVERIES AND STOCKS



The decline in deliveries of raw silk to mills during February failed to equal the drop in imports, with the result that stocks at warehouses showed a slight increase for the month.

### SILK CONSUMPTION LOWER

IMPORTS of raw silk during February increased sharply, the total amounting to 41,943 bales, as compared with 30,025 in January and 29,808 in February, 1934. The increase in each case was approximately 40 per cent.

Deliveries of raw silk to mills in February declined to 41,732 bales from 47,443 bales during January, or a loss of 12 per cent, but were 6.9 per cent higher than in February, 1934, when deliveries amounted to 39,021 bales.

### Raw Silk Deliveries \*

|            | 1935   | 1934    | 1933    | 1932    |
|------------|--------|---------|---------|---------|
| Jan. ....  | 47,443 | 40,942  | 46,204  | 58,793  |
| Feb. ....  | 41,732 | 39,021  | 32,665  | 45,909  |
| Mar. ....  |        | 44,080  | 38,934  | 46,761  |
| Apr. ....  |        | 37,392  | 41,910  | 35,779  |
| May ....   |        | 38,740  | 47,151  | 32,923  |
| June ....  |        | 33,069  | 53,627  | 37,466  |
| July ....  |        | 32,021  | 44,597  | 38,382  |
| Aug. ....  |        | 36,247  | 42,852  | 50,905  |
| Sept. .... |        | 32,599  | 31,185  | 59,694  |
| Oct. ....  |        | 49,106  | 28,521  | 53,703  |
| Nov. ....  |        | 37,548  | 34,822  | 43,955  |
| Dec. ....  |        | 40,941  | 26,959  | 40,548  |
| Total .... |        | 461,706 | 469,427 | 553,818 |

\* Source: National Federation of Textiles, Inc.

The decline in deliveries, however, was overbalanced by the rise in imports, which resulted in a check to the downward movement in stocks at warehouses. Stocks on February 28 totalled 48,727 bales, an increase of 211 bales, as

compared with January 31. Although small, this rise contrasted with a decrease of 17,418 bales in the preceding period, and of 10,568 bales two months ago.

### Silk Stocks at Warehouses \*

|            | 1935   | 1934   | 1933   | 1932   |
|------------|--------|--------|--------|--------|
| Jan. ....  | 48,516 | 83,820 | 69,747 | 40,942 |
| Feb. ....  | 48,727 | 74,607 | 60,459 | 70,570 |
| Mar. ....  |        | 62,828 | 43,814 | 62,675 |
| Apr. ....  |        | 61,083 | 43,038 | 57,849 |
| May ....   |        | 61,060 | 40,125 | 59,159 |
| June ....  |        | 59,048 | 33,933 | 53,048 |
| July ....  |        | 66,268 | 51,684 | 50,721 |
| Aug. ....  |        | 58,694 | 55,515 | 52,228 |
| Sept. .... |        | 76,645 | 73,800 | 49,393 |
| Oct. ....  |        | 66,479 | 93,625 | 54,465 |
| Nov. ....  |        | 76,502 | 91,122 | 57,932 |
| Dec. ....  |        | 65,934 | 96,786 | 62,837 |

\* Source: National Federation of Textiles, Inc.

## ELECTRICITY PRODUCTION

THE high rate of production maintained in the electric power industry during January, 1935, resulted in the largest output total for that month or any other month since January, 1930.

The January figure, as reported by the U. S. Geological Survey, aggregated 8,267,000,000 kilowatt-hours. This was an increase of 2.6 per cent over December. The normal seasonal increase from December to January is 0.5 per cent.

### Monthly Electricity Production \*

|               | 1935  | 1934   | 1933   | 1932   |
|---------------|-------|--------|--------|--------|
| January ...   | 8,267 | 7,631  | 6,965  | 7,567  |
| February ...  |       | 7,049  | 6,297  | 7,023  |
| March ...     |       | 7,117  | 6,687  | 7,323  |
| April ...     |       | 7,443  | 6,478  | 6,790  |
| May ...       |       | 7,683  | 7,013  | 6,650  |
| June ...      |       | 7,472  | 7,242  | 6,563  |
| July ...      |       | 7,605  | 7,491  | 6,547  |
| August ...    |       | 7,710  | 7,688  | 6,764  |
| September ... |       | 7,206  | 7,350  | 6,752  |
| October ...   |       | 7,831  | 7,479  | 7,073  |
| November ...  |       | 7,606  | 7,243  | 6,952  |
| December ...  |       | 8,058  | 7,470  | 7,149  |
| Total ...     |       | 91,011 | 85,403 | 83,153 |

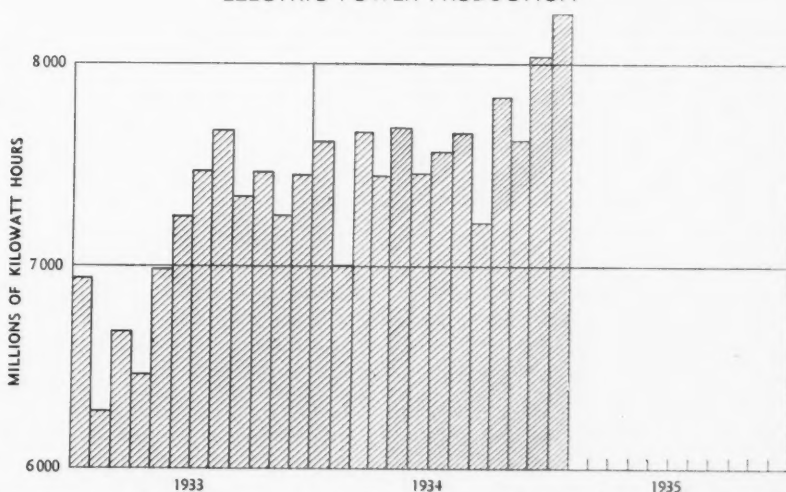
\* Source: U. S. Geological Survey.

### Weekly Electricity Output \*

|             | 1935      | 1934      | 1933      |
|-------------|-----------|-----------|-----------|
| Mar. 2 ...  | 1,734,338 | 1,658,040 | 1,423,000 |
| Feb. 23 ... | 1,728,293 | 1,646,465 | 1,426,000 |
| Feb. 16 ... | 1,760,562 | 1,640,951 | 1,470,000 |
| Feb. 9 ...  | 1,763,696 | 1,651,535 | 1,483,000 |
| Feb. 2 ...  | 1,762,671 | 1,636,275 | 1,455,000 |
| Jan. 26 ... | 1,781,666 | 1,610,542 | 1,470,000 |
| Jan. 19 ... | 1,773,273 | 1,624,846 | 1,484,000 |
| Jan. 12 ... | 1,772,609 | 1,646,271 | 1,495,000 |
| Jan. 5 ...  | 1,668,731 | 1,563,678 | 1,426,000 |

\* Source: Edison Electric Institute.

## ELECTRIC POWER PRODUCTION



Electric power output in January was 8 per cent higher than in January of last year. This followed a gain of equal amount in December and of 5 per cent in October and November.



# SALES OF RADIO SETS ATTAIN ALL-TIME HIGH DURING 1934

THE beginning of the fifteenth year of radio broadcasting finds the "era of ether" entrenched so deeply in all the ramifications of modern life that few pause to realize that it was only on November 2, 1920, that the opening of the first station started a movement which has revolutionized the thought and action of the entire world. In its development, the production and distribution of radio-receiving sets have founded an industry, the rapid progress of which is without parallel in contemporary commercial achievements. Even from the last few years of economic difficulties, the industry has emerged with the interest in its products at a new high pitch, manufacturers having proven their versatility and resourcefulness by rising above the adverse circumstances encountered.

All during 1934 there was an almost uninterrupted month-to-month gain in sales, with demand impervious to the usual period of Summer dullness, due to the extended popularity of automobile and portable sets. The introduction of the all-wave set at a price within the easy reach of the multitude has been one of the outstanding contributions to the new peak levels set by distribution.

Broadcasting stations also have furnished bolstering support to the wider use of the radio, as never in the history of the industry have programs of such comprehensive variety and recognized quality been provided to hold the listeners' interest at all hours of the day and night and to bring additional followers into the growing "audience of the air." Although all previous records were outdistanced during 1934, current

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*With the increased hours of leisure, the perfection of all-wave receivers, and especially the improvement of broadcasting programs, interest in the radio is expanding at an unprecedented rate. Sales in 1935 are expected to exceed the 40 per cent gain recorded for 1934, with replacements forming the bulk.*

indications reveal a stronger up-trend of demand during the first quarter of 1935, with some new peaks to be established during the last six months of that year.

## Sales at New Peak

In spite of the encouraging progress made during the first six months of 1934, the increase in sales has been abrupt since the new models were displayed early in the Fall. In the comparison with the totals for the corresponding period of 1933, losses were reported in no parts of the country, while the increases ranged from 25 to 100 per cent.

The cheaper sets have been bought freely, but the proportion is not so large as it was last season, as there has been a decided shift to the higher-priced all-wave sets during the last three months. Based on the results for the elapsed eleven months, with the returns of the Christmas season yet to be tallied, it is estimated that sales for the country, as a whole, average 40 per cent larger than for the comparative period of 1933. This would bring total sales for 1934 around 5,350,000 sets, as compared with the previous peak of 4,438,000 units set down for 1929. From 60 to 65 per cent of the units sold represented replacements, which is about the same ratio as in 1933, as new enthusiasts are being added daily to the country's radio audience. Con-

siderable replacement business has been received from agricultural districts, where sales had been few for more than three years, owners now turning in their old sets for the new all-wave models.

The many bank pay-offs during the year, which gave consumers money

which had been considered lost, the higher prices for cotton, tobacco, and the general run of farm products, which placed more cash in agricultural districts than in five years, and the steadier trend of employment have permitted deferred desires for radio ownership to be satisfied to the freest extent possible since 1929.

## Wider Interest in Broadcasts

The increased hours of leisure, the perfection of the all-wave receivers, and especially the improvement and extension of broadcasting programs have been responsible for the unprecedented expansion which interest in the radio has attained. Unquestioned proof of the growing popularity of this form of entertainment and instruction is provided by the record sums of money being spent for time on the major networks of the country.

In October, the highest sales in broadcast history were reached at \$4,527,000, a gain of 59.0 per cent over the 1933 comparative figures, and 49.1 per cent higher than in October, 1932. For the ten months of 1934, these sales amounted to \$33,780,000, or 38.8 per cent ahead of the 1933 comparative figures, and 2.2 per cent in excess of the 1932 total, which represented the all-time high. This increase has enabled some of the broadcasting companies to declare extra dividends, while others are planning



to take care of accumulated dividends, as profits now generally have replaced the losses of 1932 and a part of 1933.

#### Price Trend Upward

Wide fluctuations in prices have been absent since last Spring, and the current level is holding steady at 10 to 25 per cent higher than at this period a year ago. The present firmness, however, is inclining upward, and advances already have taken place in some of the medium and better grades of console types of all-wave sets.

The popularity of the smaller radio sets, however, apparently is waning, as the price trend in this division is downward. Manufacturers thus far have succeeded in withholding from retailers most of the increases which have resulted from the higher operating costs under the code. As this policy, however, has made heavy inroads on profits, substantial upward revisions may become necessary during the Spring months.

The status of general collections is reported as the most satisfactory that has obtained since 1929. In the retail division it has been particularly satisfactory, and wholesalers have received payment in full on some old accounts which were carried over from last year. Collections on deferred-payment sales have been kept up to date in most districts, with repossession the fewest in many years.

#### Atlanta

Atlanta is a dealer's market, with national manufacturers of radios well represented. Unit sales for the year of 1934 show an increase of about 100 per cent over 1933. Prices obtained are about 50 per cent higher. The best-selling items are sets made to sell under \$50.

Prices are believed stabilized and no increase is anticipated in the near future. Outlook is encouraging, dealers report a good demand and in some instances

have been unable to fill orders promptly.

#### Baltimore

The radio trade in this market is viewed entirely from the standpoint of distribution since none are produced here. Although unusually quiet during the Summer and early Fall, distribution gained steadily in October and November and present dollar volume is surpassing that of last year by fully 15 per cent. Unit distribution is only slightly under this percentage of increase.

The greater volume of business during the slack period was derived from the sales of automobile and midget sets but, with the recent awakening of the market and the appearance of new deluxe and large models, demand shifted to higher-priced home sets. This type radio now is the best seller, both at wholesale and retail.

Retail distribution is at its peak and is registering a gain of 20 per cent over last year. Prices on the larger sets have strengthened, and are expected to remain firm. Midget set prices tend to weaken.

#### Boston

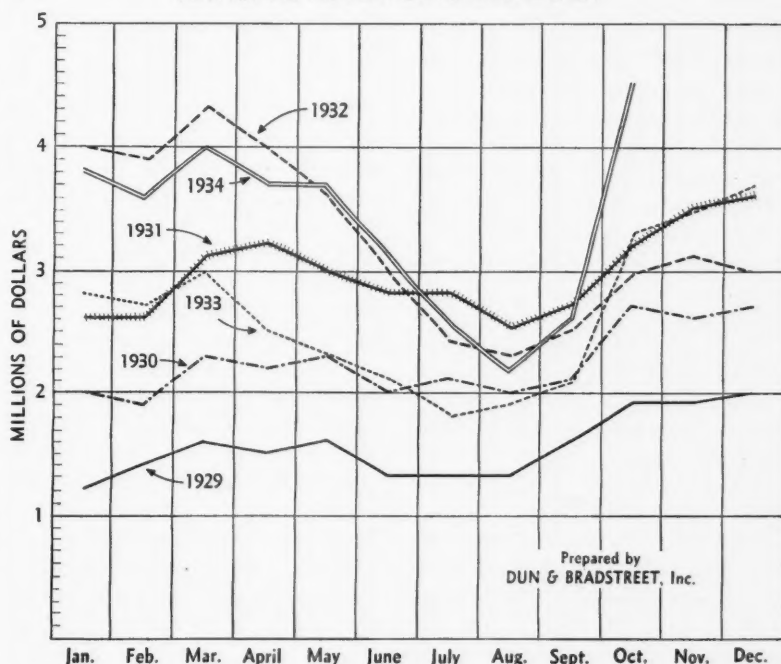
There is little production of radio sets in this district, the trade being largely wholesale and retail. The best-selling items are the lower-priced sets, which sell below \$59. There is a considerable demand for the smaller-sized radios, more suited to the modern home. A good volume is being transacted in the combination long and short-wave sets, including especially those which bring in European stations.

In the retail trade the tendency is more and more toward the smaller and cheaper set. Moreover, small dealers now try as much as possible to limit time sales and do mostly a cash business. Only the larger dealers are going in for the time sales. There is an increasing demand for the automobile radio, but not so pronounced as during the Summer months.

#### Buffalo

Production in the Buffalo district in the radio trade is up 10 per cent in units and 15 per cent in value. The trend is for all-wave

NATIONAL ADVERTISING BROADCAST \*



(\*) Based on statistics compiled by Denney Publishing Co. In October, the highest sales in broadcast history were reached at \$4,527,000, a gain of 59.0 per cent over October, 1933. For the ten months of 1934, total sales amounted to \$33,780,000, or 38.8 per cent ahead of the 1933 comparative figures, and 2.2 per cent in excess of the 1932 total, the previous all-time high.

sets and on that account production is getting away from the small midget sets. The current trend in prices is upward, but the cost of operation has gone up under the N.R.A. code, which has not been fully met by increased prices. The outlook is encouraging and indications are for a betterment through increased prices by the manufacturers and wholesalers.

#### Cincinnati

Progress in radio construction and distribution, since wireless code messages were successfully launched, has been rapid. The versatility of new models, compared with those of recent years, made possible by technical development, has rendered obsolete many of the older sets. For the first time since short wave has been perfected, major manufacturers have succeeded in combining short-wave reception with standard broadcasting.

Progress likewise has been made in the development of radios for motor cars. Moreover, the all-wave set has been designed for use with batteries for those who live in rural sections which are not electrified. In fact, a substantial portion of business now is being obtained from farmers, whose incomes have been materially augmented by Government funds and increased commodity prices.

Advanced costs, under Federal code regulations, have placed dollar volume in advance of 1933 levels, with unit output on a par with that of last year, which was considered the best since 1929. Introduction of small and lower-priced radios has resulted in less installment business, and retailers are in a better position to scrutinize credits.

#### Cleveland

Reports from leading radio distributors show considerable variation in comparison of sales with a year ago. Wholesalers of some lines have experienced gains ranging from 60 to 100 per cent, but in other lines volume has been less than a year ago. It is estimated

that wholesale and retail sales for the year have averaged 30 to 40 per cent above 1933. This district is not an important manufacturing center, but smaller producers have had a somewhat better year than last.

Medium and lower-priced sets are in principal demand. Prices have shown little recent change, but are about 10 per cent higher than a year ago. Profit margins are less, however, due to increased costs. Sales showed an upturn in December, and there are indications of a further pick-up during the first quarter.

#### Dallas

Representative local radio distributors report an average increase in sales of 25 per cent for the first ten months of 1934, as compared with the similar period of 1933. Most of this gain occurred in the first three months. Summer business was unusually dull, but since the opening of the current season, about October 1, the volume has been running ahead of last year's.

Prices remain practically unchanged. The principal demand is for the moderate-priced sets, retailing at \$40 to \$50.

#### Detroit

The general upturn in business has been reflected in this line particularly since October 1. The few manufacturers in this area have had to step up production approximately 40 per cent over the comparable period of last year to meet the demand. An added stimulus has been the introduction of all-wave sets, which has also raised the average price per unit approximately \$15.

This new development has widened this line's prospective customers to all radio owners. With employment on the increase, a better tone in general industry, and sizable pay-offs in Michigan banks, this line has a bright future.

#### Indianapolis

Prompted by favorable indications early in the year, there has

been more activity by wholesalers and retailers than for the past several years. Wholesale sales are about 50 per cent larger than last year in units, and about 65 per cent larger in dollar value. Sets retailing at around \$60 are in greatest demand.

Prices are higher than last year and recent increases in price by some manufacturers will be followed by others.

#### Memphis

Holiday buying has given a stimulus to the radio trade and sales have exceeded expectations and run well ahead of last season's and fully twice as large as those of two years ago. There is notable tendency to buy better sets, with the short-wave feature causing many to dispose of old sets for the new. Prices have not shown additional advances since those in effect early in the season, but they are steady.

Buying power in the territory has been appreciably helped by distribution of Government funds to the cotton industry and by the fact that many debts have been reduced, allowing many people to satisfy their tastes. Cheaper sets have been freely bought, but the proportion is not so large as it was last season. One complaint offered by some distributors is that of so large a variety of styles.

#### Newark

Representative dealers in receiving sets report an encouraging upswing in volume for the half of the past year, as compared with the corresponding period of 1933. Following a decided increase in unit sales during September and October, there was a tapering off for the month of November. December sales, however, have shown a step-up.

Demand now is for the higher-priced sets, which is in contrast to the gravitation toward the lower-priced range during late years. The development of the all-wave sets has been a contributing factor in stimulating sales, as the public is apparently sold on

foreign reception. Approximately 60 per cent of sales locally is represented by all-wave sets.

Radio tube manufacturers have felt the influence of the 18 per cent drop in price during August of last year and apparently little head way is being accomplished. September and October sales were up about 20 per cent, but this branch of the industry now is in its dull season.

#### Norfolk

Not only do distributors report a month-to-month increase in sales, but they report present distribution from 50 to 100 per cent (depending on models) ahead of last year's. The most pronounced increase has been in the higher-priced sets. No price changes are expected in the near future.

#### Portland, Ore.

Activity in retail and wholesale radios so far this season has been better than for the three preceding years. Sales of both complete radios and supplies are well over 40 per cent better than for the corresponding period of 1933.

#### Rochester

Business in the radio field is much improved over last year's. Both manufacturers and wholesalers report materially increased sales due, in a large degree, to the new all-wave set, which accounts for about 85 per cent of present dollar volume.

The unit sales are well in excess of 1933, and the dollar volume is about 100 per cent higher. The consumer trend is definitely toward the higher-priced machines.

#### St. Louis

A recent survey of the radio trade in this district indicates an improved condition, as compared with the corresponding period last year. Distributors and retailers report their volume to have increased from 15 to 25 per cent, as compared with this time a year ago. Unit sales also are indicated to have advanced.

The demand for radio sets is understood to have been stimulated to an extent by widening popularity, constant improvement in entertainment, and the bringing of short-wave sets within the reach of the average buyer.

Selling prices of medium sets and automobile units have held firm, as compared with last year, while the high-priced models are reported to have experienced some decline. Collections are reported to be satisfactory.

#### St. Paul

Wholesale and retail radio sales from July to October, inclusive, averaged 10 per cent above those for the same period in 1933. Numerically, demands have been greater for low-priced midget and automobile units, with increasing interest being shown in the higher-priced range for all-wave domestic sets. There has been little change of price levels, although the tendency in this respect is upward.

#### Seattle

Wholesalers and distributors of radios in this district report a continued increase in sales volume, commensurate with the heavy sales which began early in 1934. Some dealers estimate volume from 40 to 50 per cent better than during 1933. Prices have remained fairly steady, with some inclination toward rises in the medium-priced brands.

The smaller radio sets have apparently lost popularity, as the trend is now toward the better units and more expensive sets.

#### Radio Homes Increased

In the most comprehensive census of radio ownership ever completed, which was conducted under the direction of Dr. Daniel Starch, with the co-operation of the Columbia Broadcasting Company, the National Broadcasting Company, and the McGraw-Hill Publishing Company, it was found that the number of radio homes in the United States totalled 21,455,799.

This census not only uncovered

2,454,207 "hidden" radio homes, which previous investigations had failed to reveal, but resulted in discovering fertile areas for potential sales development. With 3.3 listeners in each radio home, the "audience of the air" already has risen to 70,804,137, with the peak apparently almost as far in the future as it was when the first eager listener clamped the clumsy headpiece over his ears.

#### Failures Drop to New Low

The stronger financial position which all members of the industry now have achieved, as compared with their condition during the preceding three years, has brought bankruptcies almost to a complete stop. For the eleven months of 1934 only 6 manufacturers failed, with the involved liabilities \$526,630, as compared with 25 defaults entailing a loss of \$3,719,519 for the twelve months of 1933.

Among the wholesalers and retailers the reduction in the number of bankruptcies was even more decisive, the total dropping from 109 for the twelve months of 1933 to 33 for the eleven months of 1934. The sum of the involved liabilities, however, was little changed in this division, as one large wholesaler had a defaulted indebtedness of more than \$1,000,000, which pushed the total for the eleven months up to \$1,621,283, or only slightly under the \$1,813,980 recorded for 1933.

The complete insolvency record of the radio industry since 1930, including January to November, inclusive, of 1934, as compiled by Dun & Bradstreet, Inc., shows:

#### Manufacturers

| Year       | Number | Liabilities |
|------------|--------|-------------|
| 1930.....  | 40     | \$3,522,400 |
| 1931.....  | 15     | 4,088,445   |
| 1932.....  | 23     | 1,826,995   |
| 1933.....  | 25     | 3,719,519   |
| 1934*..... | 6      | 526,630     |

#### Wholesalers and Retailers

| Year       | Number | Liabilities |
|------------|--------|-------------|
| 1930.....  | 217    | \$2,071,392 |
| 1931.....  | 160    | 4,979,359   |
| 1932.....  | 170    | 1,978,678   |
| 1933.....  | 109    | 1,813,980   |
| 1934*..... | 33     | 1,621,283   |

(\*) January to November, inclusive.



# FEBRUARY FAILURES DOWN FROM JANUARY AND UNDER YEAR AGO

**B**USINESS failures in February again declined both in number and in amount of liabilities. The records for the month just closed show 1,005 business defaults in the United States, against 1,184 in January, 1,049 a year ago, and 2,378 in February, 1933.

The total indebtedness involved in the February failures this year was \$18,737,657, compared with \$18,823,697 in January, and with \$19,444,718 and \$65,576,068, respectively, in February of the two preceding years.

## Failures in February

|           | No.   | Liabilities |
|-----------|-------|-------------|
| 1920..... | 492   | \$9,763,142 |
| 1921..... | 1,641 | 60,852,449  |
| 1922..... | 2,331 | 72,608,393  |
| 1923..... | 1,508 | 40,627,939  |
| 1924..... | 1,730 | 35,942,037  |
| 1925..... | 1,793 | 40,123,017  |
| 1926..... | 1,801 | 34,176,348  |
| 1927..... | 2,035 | 40,940,716  |
| 1928..... | 2,176 | 45,070,642  |
| 1929..... | 1,965 | 34,035,772  |
| 1930..... | 2,262 | 51,326,365  |
| 1931..... | 2,563 | 59,607,612  |
| 1932..... | 2,732 | 84,900,106  |
| 1933..... | 2,378 | 65,576,068  |
| 1934..... | 1,049 | 19,444,718  |
| 1935..... | 1,005 | 18,737,657  |

The more favorable trend that has marked the record of failures for more than a year was continued during the past month. The recession for the short month of

## DUN'S INSOLVENCY INDEX Ratio of Commercial Failures to Each 10,000 Business Concerns

|                 | Monthly |      |       |       |       |       | 5-Year Average<br>1925-29 Ratio | Monthly |       |       |
|-----------------|---------|------|-------|-------|-------|-------|---------------------------------|---------|-------|-------|
|                 | 1935    | 1934 | 1933  | 1932  | 1931  | 1930  |                                 | 1922    | 1921  | 1920  |
| January .....   | 71.3    | 82.5 | 179.4 | 201.8 | 188.4 | 150.2 | 139.5                           | 160.0   | 173.7 | 126.2 |
| February .....  | 71.5    | 71.9 | 159.0 | 165.9 | 169.0 | 146.7 | 128.2                           | 147.0   | 168.7 | 123.4 |
| March .....     | ...     | 64.2 | 111.4 | 159.7 | 146.0 | 128.4 | 110.4                           | 126.6   | 144.8 | 98.1  |
| April .....     | ...     | 65.4 | 115.3 | 158.0 | 134.1 | 125.0 | 107.4                           | 123.0   | 137.3 | 93.8  |
| May .....       | ...     | 59.2 | 113.9 | 162.0 | 131.7 | 119.9 | 104.5                           | 119.8   | 124.4 | 88.5  |
| June .....      | ...     | 63.1 | 99.9  | 155.2 | 112.4 | 114.4 | 100.8                           | 115.6   | 105.4 | 82.7  |
| July .....      | ...     | 56.9 | 90.4  | 156.3 | 112.1 | 112.4 | 95.7                            | 109.7   | 110.4 | 93.6  |
| August .....    | ...     | 54.3 | 86.7  | 155.5 | 111.3 | 105.7 | 90.9                            | 104.2   | 99.8  | 93.4  |
| September ..... | ...     | 53.6 | 71.0  | 132.1 | 114.0 | 112.9 | 87.2                            | 100.0   | 98.5  | 94.5  |
| October .....   | ...     | 66.2 | 76.6  | 137.8 | 134.7 | 117.0 | 90.2                            | 103.8   | 107.3 | 109.8 |
| November .....  | ...     | 65.3 | 82.1  | 130.9 | 141.2 | 127.0 | 107.1                           | 122.8   | 112.3 | 132.8 |
| December .....  | ...     | 60.1 | 74.0  | 145.3 | 158.8 | 140.7 | 112.0                           | 128.3   | 114.0 | 159.6 |
| Year .....      | ...     | 61.7 | 103.6 | 153.3 | 133.4 | 120.7 | 105.6                           | .....   | 119.4 | 102.0 |

February, in comparison with January, was not quite so marked as in other years, but the difference was noteworthy. It is again necessary to go back to 1920 for a year in which the number of business defaults in February has been so low as for that month this year.

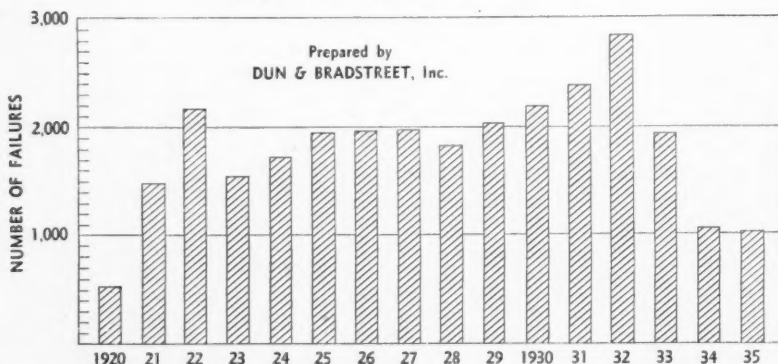
It was only two years ago in February that the record of business failures, both as to the number and liabilities, was close to the highest point on record for that month. Insolvencies were unusually numerous in February of the three years 1931, 1932, and 1933, with the high point actually reached in 1932. The fact is that the figures were then even higher than for many months. In com-

parison with those three years, the total for February, 1935, was down nearly two-thirds.

Measured by Dun's Insolvency Index the number for February was 71.5. This compared with 71.9 a year ago, 159.0 for that month in 1933 and 128.2, the latter the five-year average for February 1925-1929, inclusive. Business failures in the United States in February were not so numerous as in February of last year and continued considerably below those in number for that month in the preceding years for many years past. The insolvency Index which measures this record would clearly indicate some improvement.

The Insolvency Index for February at 71.5 compares with 71.3 for January and 60.1 for December, shows a slight increase over the opening month of the year. This was contrary to the usual showing. In comparison with December, it was eleven points higher, an increase of 19.0 per cent. For the five years 1925-1929, inclusive, which may be considered a normal period, the average for February was 11.3 points below January, a decline of 8.1 per cent and 16.2 points above December, equal as to the latter to an advance of 14.4 per cent. This showing might indicate that the increase in the number of business defaults in January,

## RECORD OF FEBRUARY FAILURES



The number of failures in February fell to 1,005 from 1,184 in January and 1,049 in February, 1934. This was the smallest total for any February in fifteen years, and represented a decline of 4.2 per cent from the failures listed in February, 1934, and a decrease of 63.2 per cent from February of 1933.

which is generally shown, was less than usually occurs.

### The Geographical Divisions

The reduction in the number of business failures in February as compared with that month last year was not large. It was considerably smaller than it has been for many months preceding. In January this year the reduction from the same month a year ago was 180 or 15.2 per cent, while for the month just closed, it was only 44 or 4.2 per cent.

The decline was most prominent in the West. Making a division of the United States by geographical sections on the lines of the Federal Reserve Districts, the Chicago, Minneapolis and Kansas City Districts all show fewer defaults in February this year, than in that month in 1934. There were fewer failures also in the Cleveland Federal Reserve District than were reported a year ago. In these four Districts enumerated above, nearly 15 per cent of all failures that occurred in the United States in February this year were shown and the reduction in the number of defaults from a year ago was 14.6 per cent.

A slight reduction also appeared in the East as to the number of failures last month, but this was entirely in the New York Federal Reserve District. In New England and in the Philadelphia District the number of defaults in February was higher than those reported a year ago. The ratio of total failures in these three Eastern Districts, was 48.6 per cent against 47.4 per cent a year ago.

One other Federal Reserve District reported fewer business defaults for the month just closed than during last year and that was the Richmond Federal Reserve District. In that section the reduction was nearly 40 per cent.

In the remaining four divisions of the country, each show an increase in the number of failures in February this year as compared with a year ago. These four divisions cover the South and the Pacific Coast States.

### Failures by Federal Reserve Districts—February

| Districts               | Number |       |       | Liabilities  |              |
|-------------------------|--------|-------|-------|--------------|--------------|
|                         | 1935   | 1934  | 1933  | 1935         | 1934         |
| Boston (1).....         | 105    | 100   | 274   | \$1,329,806  | \$2,365,622  |
| New York (2).....       | 323    | 347   | 551   | 9,100,800    | 6,852,791    |
| Philadelphia (3).....   | 61     | 50    | 160   | 1,087,174    | 1,300,558    |
| Cleveland (4).....      | 76     | 86    | 200   | 961,188      | 1,353,054    |
| Richmond (5).....       | 39     | 62    | 150   | 805,698      | 850,365      |
| Atlanta (6).....        | 33     | 24    | 145   | 248,054      | 405,743      |
| Chicago (7).....        | 116    | 133   | 270   | 2,363,298    | 3,381,362    |
| St. Louis (8).....      | 40     | 32    | 103   | 634,767      | 289,371      |
| Minneapolis (9).....    | 18     | 20    | 83    | 232,604      | 336,686      |
| Kansas City (10).....   | 40     | 44    | 102   | 202,303      | 543,032      |
| Dallas (11).....        | 28     | 26    | 93    | 315,366      | 366,937      |
| San Francisco (12)..... | 126    | 116   | 247   | 1,456,799    | 1,399,197    |
| Total .....             | 1,005  | 1,049 | 2,378 | \$18,737,657 | \$19,444,718 |

### February, 1935

| Districts      | Manufacturing |             | Trading |             | Other Com'l |             |
|----------------|---------------|-------------|---------|-------------|-------------|-------------|
|                | No.           | Liabilities | No.     | Liabilities | No.         | Liabilities |
| First .....    | 28            | \$435,553   | 63      | \$632,692   | 14          | \$261,361   |
| Second .....   | 83            | 2,458,637   | 174     | 2,984,505   | 66          | 3,657,658   |
| Third .....    | 11            | 353,237     | 46      | 631,817     | 4           | 102,100     |
| Fourth .....   | 14            | 347,492     | 56      | 540,919     | 6           | 72,777      |
| Fifth .....    | 14            | 607,931     | 23      | 165,093     | 2           | 32,674      |
| Sixth .....    | 3             | 41,410      | 30      | 206,644     | ..          | .....       |
| Seventh .....  | 34            | 1,183,069   | 71      | 863,436     | 11          | 316,793     |
| Eighth .....   | 6             | 158,129     | 33      | 472,638     | 1           | 4,000       |
| Ninth .....    | 5             | 88,681      | 12      | 141,923     | 1           | 2,000       |
| Tenth .....    | 5             | 48,686      | 35      | 153,617     | ..          | .....       |
| Eleventh ..... | 2             | 51,667      | 26      | 263,699     | ..          | .....       |
| Twelfth .....  | 24            | 608,508     | 91      | 575,833     | 11          | 272,458     |
| Total .....    | 229           | \$6,383,020 | 660     | \$7,632,816 | 116         | \$4,721,821 |
| 1934 .....     | 248           | \$5,942,434 | 716     | \$9,170,903 | 85          | \$4,331,381 |

The number of defaults last month was higher than a year ago in the St. Louis Federal Reserve District; in the sections covered by Atlanta, and Dallas and in the San Francisco Federal Reserve District. In no one of these four sections, however, was the increase large.

In the aggregate, liabilities were

slightly smaller last month than was reported for the failures occurring in that month last year. There were three districts, however, where the amount reported last month was very much higher than it was last year. These three geographical divisions were New York, St. Louis and the San Francisco Federal Reserve Districts.

### Failures in Specified Cities in the United States—February

| City                   | Fed. Res. Dist. | Pop.      | Failures       |              |                |              |
|------------------------|-----------------|-----------|----------------|--------------|----------------|--------------|
|                        |                 |           | February, 1935 |              | February, 1934 |              |
|                        |                 |           | No.            | Liabilities  | No.            | Liabilities  |
| Baltimore .....        | 5               | 804,874   | 16             | \$124,860    | 13             | \$95,598     |
| Boston .....           | 1               | 781,188   | 28             | 419,254      | 21             | 1,373,048    |
| Buffalo .....          | 2               | 573,076   | 11             | 87,983       | 17             | 288,977      |
| Chicago .....          | 7               | 3,376,438 | 40             | 906,400      | 33             | 1,412,400    |
| Cincinnati .....       | 4               | 451,160   | 2              | 164,755      | 13             | 207,374      |
| Cleveland .....        | 4               | 900,429   | 7              | 74,394       | 13             | 212,306      |
| Detroit .....          | 7               | 1,568,662 | 5              | 213,500      | 14             | 132,554      |
| Indianapolis .....     | 7               | 364,161   | 3              | 106,996      | 3              | 128,900      |
| Jersey City .....      | 2               | 316,716   | 2              | 9,000        | 2              | 16,000       |
| Kansas City, Mo. ....  | 10              | 399,746   | 4              | 24,770       | 7              | 42,832       |
| Los Angeles .....      | 12              | 1,238,048 | 27             | 179,545      | 24             | 379,927      |
| Louisville .....       | 8               | 307,745   | 2              | 12,000       | ..             | .....        |
| Milwaukee .....        | 7               | 578,248   | 8              | 169,200      | 14             | 436,196      |
| Minneapolis .....      | 9               | 464,356   | 6              | 111,759      | 5              | 93,696       |
| Newark .....           | 2               | 442,337   | 14             | 1,184,780    | 24             | 466,817      |
| New Orleans .....      | 6               | 458,762   | ..             | .....        | 2              | 12,499       |
| New York City .....    | 2               | 6,930,446 | 192            | 3,572,460    | 189            | 3,895,234    |
| Philadelphia .....     | 3               | 1,950,961 | 25             | 478,142      | 15             | 132,499      |
| Pittsburgh .....       | 4               | 669,817   | 13             | 105,292      | 3              | 74,291       |
| Portland, Ore. ....    | 12              | 301,815   | 8              | 86,464       | 12             | 81,226       |
| Rochester .....        | 2               | 328,132   | 4              | 113,115      | ..             | .....        |
| St. Louis .....        | 8               | 821,960   | 10             | 72,170       | 7              | 106,329      |
| San Francisco .....    | 12              | 634,394   | 12             | 116,653      | 9              | 75,954       |
| Seattle .....          | 12              | 365,583   | 6              | 89,745       | 7              | 37,399       |
| Washington, D. C. .... | 5               | 486,869   | 4              | 33,755       | 5              | 21,907       |
| Total .....            | ..              | ..        | 449            | \$8,456,992  | 452            | \$9,723,963  |
| All Other .....        | ..              | ..        | 556            | 10,280,665   | 597            | 9,720,755    |
| Total U. S. ....       | ..              | ..        | 1,005          | \$18,737,657 | 1,049          | \$19,444,718 |

In the other nine divisions covering New England, the West and most of the South, the reduction in liabilities was quite large. For the three sections first mentioned, nearly 60 per cent of the total of liabilities reported for the past month are included. This ratio for February, 1935, was very much higher than it was for the same divisions a year ago. For the other nine Federal Reserve Districts, the total of defaulted indebtedness in February was but little more than 40 per cent of the aggregate for the month.

### Liability Groups

An analysis of the February report of failures by liability groups, shows that the number of business defaults in that month continued to be largely in the lowest class, or in that division where the liabilities in each instance were for \$5,000 or less. This has characterized the monthly failure report for some

### Failures by Branches of Business—February, 1935

|                                 | Number         |                | Liabilities    |                |
|---------------------------------|----------------|----------------|----------------|----------------|
|                                 | February, 1935 | February, 1934 | February, 1935 | February, 1934 |
| <b>Manufacturers</b>            |                |                |                |                |
| Iron, Steel and Foundries.....  | 9              | 9              | \$624,727      | \$142,422      |
| Machinery and Tools.....        | 16             | 16             | 428,957        | 142,231        |
| Woolens, Carpets, etc.....      | 1              | 2              | 1,900          | 60,000         |
| Cottons and Lace.....           | 3              | ..             | 55,730         | .....          |
| Lumber and Building Lines.....  | 32             | 27             | 1,290,775      | 1,169,953      |
| Clothing and Furnishings.....   | 29             | 20             | 419,500        | 434,691        |
| Hats, Gloves and Furs.....      | 7              | 7              | 307,156        | 85,143         |
| Chemicals and Drugs.....        | 8              | 11             | 138,545        | 782,881        |
| Paints.....                     | 2              | 2              | 25,000         | 47,940         |
| Printing and Engraving.....     | 10             | 17             | 180,316        | 507,959        |
| Milling and Bakers.....         | 13             | 16             | 86,649         | 132,854        |
| Leather and Shoes.....          | 9              | 13             | 314,671        | 164,349        |
| Tobacco.....                    | 2              | 7              | 10,394         | 73,894         |
| Stone, Clay and Glass.....      | 8              | 9              | 265,416        | 139,651        |
| All Other.....                  | 80             | 92             | 2,233,284      | 2,058,826      |
| Total Manufacturing.....        | 229            | 248            | \$6,383,020    | \$5,942,434    |
| <b>Traders</b>                  |                |                |                |                |
| General Stores.....             | 24             | 25             | \$327,289      | \$224,240      |
| Groceries, Meat and Fish.....   | 230            | 212            | 2,246,142      | 1,654,536      |
| Hotels and Restaurants.....     | 58             | 67             | 746,285        | 1,098,253      |
| Tobacco, etc.....               | 8              | 4              | 35,933         | 15,977         |
| Clothing and Furnishings.....   | 84             | 70             | 728,879        | 919,138        |
| Dry Goods and Carpets.....      | 28             | 42             | 216,834        | 581,948        |
| Shoes and Luggage.....          | 40             | 24             | 277,972        | 146,928        |
| Furniture and Crockery.....     | 15             | 23             | 181,850        | 387,429        |
| Hardware, Stoves and Tools..... | 20             | 24             | 188,597        | 505,644        |
| Chemicals and Drugs.....        | 48             | 56             | 381,564        | 720,241        |
| Paints.....                     | 5              | 6              | 39,613         | 60,814         |
| Jewelry and Clocks.....         | 7              | 19             | 58,020         | 257,500        |
| Books and Papers.....           | 8              | 10             | 60,853         | 126,800        |
| Hats, Gloves and Furs.....      | 4              | 10             | 36,625         | 187,701        |
| All Other.....                  | 81             | 124            | 2,106,360      | 2,283,754      |
| Total Traders.....              | 660            | 716            | \$7,632,816    | \$9,170,903    |
| Agents and Brokers.....         | 116            | 85             | 4,721,821      | 4,331,381      |
| Total United States.....        | 1,005          | 1,049          | \$18,737,657   | \$19,444,718   |

### Analysis of Failures by Liability Groups for February

|                       | Number |       |       |       | Liabilities  |          |              |          |
|-----------------------|--------|-------|-------|-------|--------------|----------|--------------|----------|
|                       | 1935   | Ratio | 1934  | Ratio | 1935         | 1934     | 1935         | 1934     |
| Under \$5,000.....    | 386    | 38.4  | 379   | 36.1  | \$946,219    | \$2,451  | \$1,055,967  | \$2,786  |
| \$5,000 to \$25,000.. | 468    | 46.6  | 488   | 46.5  | 5,049,247    | 10,789   | 5,274,706    | 10,809   |
| \$25,000 to \$100,000 | 126    | 12.5  | 146   | 13.9  | 5,994,717    | 47,577   | 6,519,814    | 44,656   |
| Over \$100,000.....   | 25     | 2.5   | 36    | 3.5   | 6,747,474    | 269,899  | 6,594,231    | 183,173  |
| Total.....            | 1,005  | 100.0 | 1,049 | 100.0 | \$18,737,657 | \$18,644 | \$19,444,718 | \$18,536 |

The highest group is that where the liabilities for each failure amounted to \$100,000 or more. The number this year was only 25, with the total indebtedness for this division of \$6,747,474, against 36 for \$6,594,231 in Feb-

time past, and will account for the lower range of total liabilities shown for the month.

For February this year, the ratio of business failures where the liabilities were for the smallest sums, was 38.4 per cent of all defaults reported in that month; a year ago the ratio was 36.1 per cent. In January the ratio was 43.4 per cent against 40.3 per cent for that month in the preceding year.

Next to the lowest group of failures is that where the liabilities for each default amounted to from \$5,000 to \$25,000, and for this division, the ratio in February this year was 46.6 per cent against 46.5 per cent a year ago. For the two lower groups 85.0 per cent of all failures occurring last month were included.

### Large and Small Failures—February

| MANUFACTURING  |       |              |                  |             |                 |              |          |
|----------------|-------|--------------|------------------|-------------|-----------------|--------------|----------|
|                | Total |              | \$100,000 & More |             | Under \$100,000 |              | Average  |
|                | No.   | Liabilities  | No.              | Liabilities | No.             | Liabilities  |          |
| 1935....       | 229   | \$6,383,020  | 14               | \$2,706,862 | 215             | \$3,676,158  | \$17,098 |
| 1934....       | 248   | 5,942,434    | 15               | 2,381,679   | 233             | 3,560,755    | 15,282   |
| 1933....       | 500   | 24,362,503   | 41               | 15,672,809  | 429             | 8,689,694    | 18,932   |
| 1932....       | 602   | 33,879,266   | 67               | 22,866,388  | 535             | 11,012,878   | 20,582   |
| 1931....       | 583   | 25,303,533   | 38               | 16,948,790  | 545             | 8,354,743    | 15,330   |
| 1930....       | 526   | 20,723,948   | 41               | 13,404,779  | 485             | 7,319,169    | 14,786   |
| 1929....       | 478   | 11,890,514   | 22               | 5,309,810   | 456             | 6,580,704    | 14,431   |
| 1928....       | 468   | 12,751,295   | 21               | 6,127,100   | 447             | 6,624,195    | 14,819   |
| TRADING        |       |              |                  |             |                 |              |          |
| 1935....       | 660   | \$7,632,816  | 4                | \$1,026,933 | 656             | \$6,605,883  | \$10,070 |
| 1934....       | 716   | 9,170,903    | 9                | 1,396,770   | 707             | 7,774,133    | 10,996   |
| 1933....       | 1,721 | 32,056,385   | 40               | 10,496,917  | 1,681           | 21,559,468   | 12,825   |
| 1932....       | 2,002 | 41,005,168   | 59               | 14,996,379  | 1,943           | 26,008,789   | 13,380   |
| 1931....       | 1,831 | 30,852,003   | 33               | 11,006,906  | 1,798           | 19,845,097   | 11,037   |
| 1930....       | 1,605 | 20,908,939   | 16               | 4,241,580   | 1,589           | 16,667,359   | 10,489   |
| 1929....       | 1,378 | 17,890,726   | 23               | 4,365,236   | 1,355           | 13,525,490   | 9,982    |
| 1928....       | 1,581 | 24,951,932   | 25               | 7,037,305   | 1,556           | 17,914,627   | 11,513   |
| ALL COMMERCIAL |       |              |                  |             |                 |              |          |
| 1935....       | 1,005 | \$18,737,657 | 25               | \$6,747,474 | 980             | \$11,990,183 | \$12,234 |
| 1934....       | 1,049 | 19,444,718   | 36               | 6,594,231   | 1,013           | 12,850,487   | 12,686   |
| 1933....       | 2,378 | 65,576,068   | 101              | 32,911,351  | 2,277           | 32,664,717   | 14,346   |
| 1932....       | 2,732 | 84,900,106   | 141              | 45,645,851  | 2,591           | 39,254,255   | 15,150   |
| 1931....       | 2,563 | 59,607,612   | 79               | 29,567,462  | 2,484           | 30,040,150   | 12,093   |
| 1930....       | 2,262 | 51,326,365   | 75               | 25,596,445  | 2,187           | 25,729,880   | 11,711   |
| 1929....       | 1,965 | 34,035,772   | 53               | 11,887,374  | 1,912           | 22,148,398   | 11,584   |
| 1928....       | 2,176 | 45,070,642   | 58               | 18,238,505  | 2,118           | 26,832,137   | 12,669   |



# Failures by Divisions of Industry—February, 1935

|  | Number       |              | Liabilities         |                     |
|--|--------------|--------------|---------------------|---------------------|
|  | Feb., 1935   | Feb., 1934   | Feb., 1935          | Feb., 1934          |
| <b>MANUFACTURERS</b>                         |              |              |                     |                     |
| Foods .....                                  | 15           | 18           | \$405,440           | \$839,589           |
| Milling and Bakers .....                     | 13           | 16           | 86,649              | 132,854             |
| Chemicals and Drugs .....                    | 8            | 11           | 138,545             | 782,881             |
| Clothing and Furnishings .....               | 30           | 20           | 421,400             | 434,691             |
| Textiles (Other) .....                       | 16           | 16           | 598,874             | 183,315             |
| Hats, Gloves and Furs .....                  | 7            | 7            | 307,156             | 85,143              |
| Shoes and Leather .....                      | 9            | 13           | 314,671             | 164,349             |
| Paints .....                                 | 2            | 2            | 25,000              | 47,940              |
| Rubber Goods .....                           | 2            | ..           | 10,800              | .....               |
| Tobacco and Beverages .....                  | 2            | 7            | 10,394              | 73,894              |
| Furniture .....                              | 3            | 1            | 58,000              | 4,000               |
| Lumber and Building Lines .....              | 29           | 26           | 1,232,775           | 1,165,593           |
| Machinery .....                              | 8            | 5            | 178,612             | 51,900              |
| Transportation Equipment .....               | 8            | 9            | 250,345             | 56,623              |
| Iron and Steel .....                         | 23           | 31           | 890,131             | 570,859             |
| Non-Ferrous Metals .....                     | 10           | 13           | 377,940             | 125,162             |
| Petroleum and Coal .....                     | ..           | 2            | .....               | 32,304              |
| Printing and Publishing .....                | 10           | 17           | 180,816             | 507,959             |
| Paper and Paper Products .....               | 2            | 3            | 80,000              | 55,888              |
| Stone, Clay and Glass .....                  | 8            | 9            | 265,416             | 139,651             |
| All Other .....                              | 24           | 22           | 550,556             | 487,839             |
| <b>Total Manufacturers .....</b>             | <b>229</b>   | <b>248</b>   | <b>\$6,383,020</b>  | <b>\$5,942,434</b>  |
| <b>RETAIL DEALERS</b>                        |              |              |                     |                     |
| General Stores .....                         | 24           | 25           | \$327,289           | \$224,240           |
| Grocers, Meat and Fish .....                 | 185          | 172          | 1,550,327           | 1,163,015           |
| Clothing and Furnishings .....               | 82           | 68           | 720,179             | 910,088             |
| Dry Goods and Department Stores ..           | 23           | 40           | 178,834             | 575,948             |
| Hats, Gloves and Furs .....                  | 4            | 10           | 36,625              | 187,701             |
| Leather and Shoes .....                      | 38           | 23           | 266,972             | 142,728             |
| Furniture .....                              | 10           | 18           | 156,012             | 142,146             |
| Lumber and Building Materials .....          | 4            | 7            | 195,793             | 142,681             |
| Chemicals and Drugs .....                    | 47           | 54           | 371,564             | 674,271             |
| Paints .....                                 | 4            | 5            | 26,613              | 40,814              |
| Tobacco, Billiards and Beverages ..          | 8            | 4            | 35,933              | 15,977              |
| Paper and Paper Products .....               | 4            | 4            | 31,350              | 16,334              |
| Books and Periodicals .....                  | 2            | 2            | 1,503               | 16,000              |
| Rubber Goods .....                           | 3            | 2            | 37,938              | 27,593              |
| Jewelry .....                                | 7            | 17           | 58,020              | 215,020             |
| Machinery .....                              | 12           | 9            | 181,957             | 109,604             |
| Non-Ferrous Metals .....                     | ..           | ..           | .....               | .....               |
| Hardware and Tools .....                     | 18           | 20           | 173,787             | 222,591             |
| Iron and Steel .....                         | 4            | 8            | 687,669             | 93,344              |
| Hotels and Restaurants .....                 | 58           | 67           | 746,285             | 1,098,253           |
| Petroleum and Coal .....                     | 11           | 6            | 124,910             | 97,957              |
| Stone, Clay and Glass .....                  | 3            | 4            | 17,930              | 118,898             |
| Transportation Equipment .....               | 5            | 28           | 54,161              | 520,540             |
| All Other .....                              | 23           | 44           | 277,003             | 794,623             |
| <b>Total Retail Dealers .....</b>            | <b>579</b>   | <b>637</b>   | <b>\$6,238,654</b>  | <b>\$7,550,366</b>  |
| <b>WHOLESALE DEALERS</b>                     |              |              |                     |                     |
| Books and Periodicals .....                  | ..           | 1            | .....               | \$5,000             |
| Chemicals and Drugs .....                    | 1            | 2            | \$10,000            | 45,970              |
| Furniture .....                              | ..           | 2            | .....               | 215,415             |
| Lumber and Building Materials .....          | 5            | 2            | 230,950             | 64,727              |
| Groceries, Meat and Fish .....               | 45           | 40           | 695,815             | 491,521             |
| Iron and Steel .....                         | 4            | 5            | 64,701              | 342,709             |
| Leather and Shoes .....                      | 2            | 1            | 11,000              | 4,200               |
| Machinery .....                              | ..           | 1            | .....               | 27,000              |
| Non-Ferrous Metals .....                     | 1            | 2            | 15,000              | 42,480              |
| Paints .....                                 | 1            | 1            | 13,000              | 20,000              |
| Paper and Paper Products .....               | 2            | 3            | 28,000              | 89,466              |
| Petroleum and Coal .....                     | 2            | 3            | 75,000              | 74,823              |
| Rubber Goods .....                           | ..           | 2            | .....               | 8,800               |
| Stone, Clay and Glass .....                  | 1            | ..           | 1,412               | .....               |
| Clothing and Furnishings .....               | 2            | 2            | 8,700               | 9,050               |
| Dry Goods .....                              | 3            | 3            | 38,000              | 12,608              |
| Transportation Equipment .....               | 5            | 3            | 102,316             | 50,000              |
| All Other .....                              | 7            | 6            | 100,268             | 116,768             |
| <b>Total Wholesale Dealers .....</b>         | <b>81</b>    | <b>79</b>    | <b>\$1,394,162</b>  | <b>\$1,620,537</b>  |
| <b>AGENTS AND COMMERCIAL SERVICE</b>         |              |              |                     |                     |
| Advertising .....                            | 6            | 5            | \$166,375           | \$56,436            |
| Brokers (Investment) .....                   | 2            | 5            | 29,117              | 152,036             |
| Cleaners .....                               | 13           | 7            | 118,260             | 74,288              |
| Garages .....                                | 10           | 7            | 130,790             | 101,424             |
| Hauling .....                                | 7            | 12           | 67,150              | 182,308             |
| Insurance and Real Estate .....              | 26           | 25           | 3,307,781           | 1,517,378           |
| Laundries .....                              | 6            | 4            | 48,258              | 186,000             |
| Taxicab Companies .....                      | ..           | ..           | .....               | .....               |
| Undertakers .....                            | 5            | 3            | 141,838             | 26,971              |
| All Other .....                              | 41           | 17           | 712,252             | 2,034,540           |
| <b>Total Agents &amp; Commercial Ser. ..</b> | <b>116</b>   | <b>85</b>    | <b>\$4,721,821</b>  | <b>\$4,331,381</b>  |
| <b>Total United States .....</b>             | <b>1,005</b> | <b>1,049</b> | <b>\$18,737,657</b> | <b>\$19,444,718</b> |

ruary a year ago. The number of such failures shown for this year was very small.

## By Branches of Business

It was again among retail concerns that the reduction in the number of defaults in February was most pronounced. The record does not show much variation however, but it has been sufficiently marked to attract some attention.

For the past month, retail failures numbered 579, with a total of indebtedness amounting to \$6,238,654. In wholesale lines there were 81 defaults for \$1,394,162. The manufacturing division shows 229 failures owing \$6,383,020 of liabilities, and in the "Other Commercial" section, largely agents and brokers, 116 defaults were reported for \$4,721,821.

| February, 1935         |        |       |              |
|------------------------|--------|-------|--------------|
|                        | Number | Ratio | Liabilities  |
| Manufacturers .....    | 229    | 22.8  | \$6,383,020  |
| Traders:               |        |       |              |
| Retail .....           | 579    | 57.6  | 6,238,654    |
| Wholesale .....        | 81     | 8.1   | 1,394,162    |
| Agents & Coml. Ser. .. | 116    | 11.5  | 4,721,821    |
| Total U. S. ....       | 1,005  | 100.0 | \$18,737,657 |
| February, 1934         |        |       |              |
|                        | Number | Ratio | Liabilities  |
| Manufacturers .....    | 248    | 23.6  | \$5,942,434  |
| Traders:               |        |       |              |
| Retail .....           | 637    | 60.8  | 7,550,366    |
| Wholesale .....        | 79     | 7.5   | 1,620,537    |
| Agents & Coml. Ser. .. | 85     | 8.1   | 4,331,381    |
| Total U. S. ....       | 1,049  | 100.0 | \$19,444,718 |

For February, 1934, 637 failures occurred in retail lines for \$7,550,366 of indebtedness; 79 in the wholesale divisions owing \$1,620,537; 248 manufacturing concerns for \$5,942,434 of liabilities and 85 "Other Commercial" for \$4,331,381.

Both of the two larger classes, the retail division and that covering manufacturing defaults, reported fewer failures in February this year, than a year ago, while for the two smaller classes, there was an increase in the number. The advance was greater in the division embracing agents and brokers.

In the division covering retail lines three of the larger classes showed a higher number of failures in February this year than a year ago, notwithstanding the

reduction in the total. For the large retail grocery division quite an increase appeared, and the liabilities were heavier this year.

For clothing and furnishings there were also more business defaults last month than a year ago, likewise for dealers in shoes and leather goods.

#### Monthly and Quarterly Failure Figures

|                     | Number |       |       | Liabilities   |
|---------------------|--------|-------|-------|---------------|
|                     | 1935   | 1934  | 1933  | 1935          |
| February .....      | 1,005  | 1,040 | 2,378 | \$18,737,657  |
| January .....       | 1,184  | 1,364 | 2,919 | 18,823,697    |
| <hr/>               |        |       |       |               |
| 1934 1933 1932 1934 |        |       |       |               |
| December .....      | 963    | 1,132 | 2,469 | \$19,910,610  |
| November .....      | 923    | 1,237 | 2,073 | 18,349,791    |
| October .....       | 1,091  | 1,206 | 2,273 | 19,968,448    |
| 4th Quarter...      | 2,977  | 3,575 | 6,815 | \$58,228,849  |
| <hr/>               |        |       |       |               |
| September .....     | 790    | 1,116 | 2,182 | \$16,440,147  |
| August .....        | 929    | 1,472 | 2,706 | 18,459,903    |
| July .....          | 912    | 1,421 | 2,596 | 19,325,517    |
| 3rd Quarter...      | 2,631  | 4,009 | 7,574 | \$54,225,567  |
| <hr/>               |        |       |       |               |
| June .....          | 1,033  | 1,648 | 2,688 | \$23,868,293  |
| May .....           | 977    | 1,909 | 2,788 | 22,560,835    |
| April .....         | 1,052  | 1,921 | 2,816 | 25,786,975    |
| 2nd Quarter...      | 3,062  | 5,478 | 8,292 | \$72,216,103  |
| <hr/>               |        |       |       |               |
| March .....         | 1,102  | 1,948 | 2,951 | \$27,227,511  |
| February .....      | 1,049  | 2,378 | 2,732 | 19,444,718    |
| January .....       | 1,364  | 2,919 | 3,458 | 32,905,428    |
| 1st Quarter...      | 3,515  | 7,245 | 9,141 | \$79,577,657  |
| <hr/>               |        |       |       |               |
| 1933 1932 1931 1933 |        |       |       |               |
| December .....      | 1,132  | 2,469 | 2,758 | \$27,200,432  |
| November .....      | 1,237  | 2,073 | 2,195 | 25,353,376    |
| October .....       | 1,206  | 2,273 | 2,362 | 30,581,970    |
| 4th Quarter...      | 3,575  | 6,815 | 7,315 | \$83,135,778  |
| <hr/>               |        |       |       |               |
| September .....     | 1,116  | 2,182 | 1,936 | \$21,846,906  |
| August .....        | 1,472  | 2,706 | 1,944 | 42,776,049    |
| July .....          | 1,421  | 2,506 | 1,983 | 27,481,103    |
| 3rd Quarter...      | 4,009  | 7,574 | 5,863 | \$92,104,058  |
| <hr/>               |        |       |       |               |
| June .....          | 1,648  | 2,688 | 1,903 | \$35,344,909  |
| May .....           | 1,909  | 2,788 | 2,248 | 47,971,573    |
| April .....         | 1,921  | 2,816 | 2,383 | 51,097,384    |
| 2nd Quarter...      | 5,478  | 8,292 | 6,624 | \$134,413,866 |
| <hr/>               |        |       |       |               |
| March .....         | 1,948  | 2,951 | 2,604 | \$48,500,212  |
| February .....      | 2,378  | 2,732 | 2,563 | 65,576,068    |
| January .....       | 2,919  | 3,458 | 3,316 | 79,100,602    |
| 1st Quarter...      | 7,245  | 9,141 | 8,483 | \$193,176,882 |

For most other retail divisions the number was smaller for February this year than in that month last year. In no important division were the liabilities heavier. Quite a reduction appeared for the dry goods line; also for furniture and crockery; for hardware and drugs. Failures in the retail jewelry trade were comparatively few in number and for a much smaller amount than last year. For general stores, the number of defaults last month was practically the same as a year ago, but liabilities this year were heavier.

In the manufacturing division there were two of the larger classes where an increase in the number of failures last month was

#### Failures by States—February

|                            | Number     |            | Liabilities  |              |
|----------------------------|------------|------------|--------------|--------------|
|                            | Feb., 1935 | Feb., 1934 | Feb., 1935   | Feb., 1934   |
| <b>NEW ENGLAND</b>         |            |            |              |              |
| Maine .....                | 12         | 8          | \$85,649     | \$119,280    |
| New Hampshire .....        | 6          | ..         | 93,410       | ..           |
| Vermont .....              | 1          | 2          | 187,022      | 72,519       |
| Massachusetts .....        | 58         | 60         | 821,150      | 1,987,061    |
| Connecticut .....          | 17         | 29         | 76,681       | 325,710      |
| Rhode Island .....         | 11         | 14         | 55,181       | 72,373       |
| Total .....                | 105        | 113        | \$1,319,093  | \$2,576,943  |
| <b>MIDDLE ATLANTIC</b>     |            |            |              |              |
| New York .....             | 269        | 271        | \$4,902,221  | \$5,564,090  |
| New Jersey .....           | 58         | 66         | 4,260,665    | 1,160,159    |
| Pennsylvania .....         | 86         | 66         | 1,264,682    | 1,715,034    |
| Total .....                | 413        | 403        | \$10,427,568 | \$8,439,283  |
| <b>SOUTH ATLANTIC</b>      |            |            |              |              |
| Maryland .....             | 19         | 17         | \$145,922    | \$129,598    |
| Delaware .....             | 1          | 2          | 7,242        | 8,500        |
| District of Columbia ..... | 4          | 5          | 33,755       | 21,907       |
| Virginia .....             | 5          | 21         | 57,575       | 257,998      |
| West Virginia .....        | 5          | 14         | 35,300       | 190,893      |
| North Carolina .....       | 9          | 7          | 542,317      | 81,149       |
| South Carolina .....       | 1          | 3          | 15,029       | 170,794      |
| Georgia .....              | 7          | 9          | 59,257       | 225,027      |
| Florida .....              | 11         | 3          | 108,761      | 33,755       |
| Total .....                | 62         | 81         | \$1,005,158  | \$1,119,621  |
| <b>SOUTH CENTRAL</b>       |            |            |              |              |
| Kentucky .....             | 6          | 4          | \$57,690     | \$37,842     |
| Tennessee .....            | 14         | 9          | 253,603      | 93,632       |
| Alabama .....              | 7          | 3          | 24,125       | 10,078       |
| Mississippi .....          | 2          | 1          | 14,125       | 60,000       |
| Arkansas .....             | 9          | 1          | 72,171       | 15,000       |
| Oklahoma .....             | 12         | 6          | 67,533       | 29,059       |
| Louisiana .....            | 1          | 5          | 9,134        | 105,284      |
| Texas .....                | 25         | 23         | 287,853      | 274,152      |
| Total .....                | 76         | 52         | \$786,234    | \$625,047    |
| <b>CENTRAL EAST</b>        |            |            |              |              |
| Ohio .....                 | 41         | 58         | \$671,685    | \$838,125    |
| Indiana .....              | 14         | 15         | 209,282      | 259,696      |
| Illinois .....             | 65         | 58         | 1,304,188    | 2,013,275    |
| Michigan .....             | 18         | 25         | 561,842      | 377,990      |
| Wisconsin .....            | 17         | 30         | 269,705      | 624,076      |
| Total .....                | 155        | 186        | \$3,016,702  | \$4,113,162  |
| <b>CENTRAL WEST</b>        |            |            |              |              |
| Minnesota .....            | 10         | 15         | \$138,239    | \$236,644    |
| Iowa .....                 | 10         | 21         | 130,273      | 231,664      |
| Missouri .....             | 20         | 21         | 318,441      | 161,290      |
| North Dakota .....         | ..         | 3          | ..           | 40,246       |
| South Dakota .....         | 2          | 3          | 24,954       | 15,474       |
| Nebraska .....             | 16         | 12         | 50,944       | 62,617       |
| Kansas .....               | 3          | 8          | 42,247       | 259,965      |
| Total .....                | 61         | 83         | \$705,098    | \$1,007,900  |
| <b>WESTERN</b>             |            |            |              |              |
| Montana .....              | 2          | 4          | \$3,200      | \$15,124     |
| Idaho .....                | 5          | 6          | 11,100       | 133,965      |
| Wyoming .....              | ..         | 1          | ..           | 27,492       |
| Colorado .....             | 5          | 9          | 17,805       | 87,949       |
| New Mexico .....           | ..         | 1          | ..           | 33,000       |
| Arizona .....              | ..         | ..         | ..           | ..           |
| Utah .....                 | 3          | 9          | 5,719        | 105,350      |
| Nevada .....               | ..         | 1          | ..           | 7,075        |
| Total .....                | 15         | 31         | \$37,824     | \$409,955    |
| <b>PACIFIC</b>             |            |            |              |              |
| Washington .....           | 15         | 13         | \$398,784    | \$82,495     |
| Oregon .....               | 15         | 21         | 166,447      | 190,984      |
| California .....           | 88         | 66         | 874,749      | 879,328      |
| Total .....                | 118        | 100        | \$1,439,980  | \$1,152,807  |
| <b>UNITED STATES</b>       |            |            |              |              |
| Total .....                | 1,005      | 1,049      | \$18,737,657 | \$19,444,718 |

# Canadian Failures by Divisions of Industry—Year, 1934

|   | Number       |              | Liabilities         |                     |
|---|--------------|--------------|---------------------|---------------------|
|   | 1934         | 1933         | 1934                | 1933                |
| <b>MANUFACTURERS</b>                      |              |              |                     |                     |
| Chemicals and Drugs.....                  | 15           | 22           | \$138,309           | \$297,125           |
| Foods.....                                | 93           | 106          | 1,878,472           | 1,908,013           |
| Forest Products.....                      | 46           | 58           | 1,252,834           | 1,197,315           |
| Iron, Steel, and Hardware.....            | 36           | 43           | 405,211             | 850,126             |
| Leather and Shoes.....                    | 29           | 30           | 452,830             | 1,168,571           |
| Machinery.....                            | 8            | 18           | 104,375             | 195,031             |
| Non-Ferrous Metals.....                   | 9            | 22           | 232,637             | 328,479             |
| Paper and Paper Products.....             | 1            | 2            | 14,622              | 75,607              |
| Petroleum and Coal.....                   | 3            | 6            | 107,369             | 168,329             |
| Printing and Publishing.....              | 15           | 19           | 201,971             | 429,097             |
| Rubber Products.....                      | 2            | 3            | 22,428              | 258,655             |
| Stone, Clay and Glass.....                | 14           | 17           | 247,308             | 499,506             |
| Textiles and Clothes.....                 | 63           | 116          | 957,268             | 2,220,717           |
| Transportation Equipment.....             | 14           | 21           | 248,657             | 318,373             |
| All Other.....                            | 41           | 61           | 774,298             | 870,603             |
| <b>Total Manufacturers.....</b>           | <b>389</b>   | <b>544</b>   | <b>\$7,038,589</b>  | <b>\$10,785,547</b> |
| <b>RETAIL DEALERS</b>                     |              |              |                     |                     |
| Books and Periodicals.....                | 4            | 11           | \$43,663            | \$101,977           |
| Chemicals and Drugs.....                  | 48           | 68           | 445,941             | 567,845             |
| Foods.....                                | 413          | 530          | 2,759,619           | 2,483,621           |
| Forest Products.....                      | 28           | 34           | 475,416             | 798,853             |
| General Stores.....                       | 104          | 158          | 858,468             | 1,639,081           |
| Iron, Steel, and Hardware.....            | 54           | 73           | 538,592             | 653,830             |
| Leather and Shoes.....                    | 36           | 73           | 280,568             | 1,887,653           |
| Machinery.....                            | 11           | 28           | 102,092             | 305,304             |
| Non-Ferrous Metals.....                   | 18           | 46           | 131,658             | 534,592             |
| Paper and Paper Products.....             | 7            | 16           | 118,129             | 107,507             |
| Petroleum and Coal.....                   | 29           | 30           | 240,222             | 423,020             |
| Rubber Goods.....                         | 2            | 2            | 6,975               | 850                 |
| Stone, Clay and Glass.....                | 5            | 5            | 46,879              | 28,291              |
| Textiles and Clothes.....                 | 195          | 330          | 955,855             | 2,660,834           |
| Transportation Equipment.....             | 21           | 50           | 1,057,060           | 613,487             |
| All Other.....                            | 52           | 67           | 363,444             | 440,669             |
| <b>Total Retail Dealers.....</b>          | <b>1,027</b> | <b>1,521</b> | <b>\$8,425,281</b>  | <b>\$13,247,414</b> |
| <b>WHOLESALE DEALERS</b>                  |              |              |                     |                     |
| Books and Periodicals.....                | 1            | ..           | \$13,750            | .....               |
| Foods.....                                | 18           | 24           | 120,896             | \$292,588           |
| Chemicals and Drugs.....                  | 2            | ..           | 230,845             | .....               |
| Forest Products.....                      | 4            | 6            | 197,427             | 198,404             |
| Iron, Steel, and Hardware.....            | 3            | 5            | 54,000              | 367,766             |
| Leather and Shoes.....                    | 3            | 5            | 57,660              | 145,623             |
| Machinery.....                            | 1            | 2            | 5,830               | 10,980              |
| Non-Ferrous Metals.....                   | ..           | 2            | .....               | 155,619             |
| Paper and Paper Products.....             | 1            | 5            | 3,422               | 49,889              |
| Petroleum and Coal.....                   | 5            | 3            | 29,541              | 61,192              |
| Stone, Clay and Glass.....                | ..           | 2            | .....               | 44,795              |
| Textiles and Clothes.....                 | 5            | 9            | 1,280,677           | 72,982              |
| Transportation Equipment.....             | 1            | 3            | 3,978               | 23,130              |
| All Other.....                            | 12           | 12           | 174,782             | 300,078             |
| <b>Total Wholesale Dealers.....</b>       | <b>56</b>    | <b>78</b>    | <b>\$2,172,808</b>  | <b>\$1,723,046</b>  |
| <b>Agents and Commercial Service.....</b> | <b>155</b>   | <b>201</b>   | <b>\$3,091,336</b>  | <b>\$3,494,834</b>  |
| <b>Total Canada.....</b>                  | <b>1,627</b> | <b>2,344</b> | <b>\$20,728,014</b> | <b>\$29,250,841</b> |
| <b>NEWFOUNDLAND</b>                       |              |              |                     |                     |
| Manufacturing.....                        | 5            | 3            | \$57,043            | \$17,760            |
| Retail Dealers.....                       | 25           | 24           | 521,772             | 164,105             |
| Wholesale Dealers.....                    | 1            | 2            | 29,270              | 22,000              |
| Other Commercial.....                     | 1            | 3            | 1,875               | 45,000              |
| <b>Total Newfoundland.....</b>            | <b>32</b>    | <b>32</b>    | <b>\$609,960</b>    | <b>\$248,865</b>    |

shown. These two included the lumber and building lines and manufacturers of clothing and furnishings. For the first mentioned class, liabilities this year were also heavy.

The other important manufacturing divisions reported fewer failures this year. That was the case with printers and engravers, with bakers, shoe lines and leather goods and for chemicals and drugs, while for manufacturers of

paints, textiles, and hats, gloves and furs, the number of defaults in that month in both years was the same.

## Decline in March

Business failures in the first week of March were reduced again in number to the lowest point for any full week since September. The records for the week ended Thursday, March 7, show 216 business defaults, compared with

224 and 285, respectively, for the two preceding weeks and with 260 a week ago.

The number in the latest week was 16.9 per cent less than that of last year. Not since the middle of January has the reduction from a year ago been at so high a ratio as in the latest report. In the intervening period, there has been considerable variation in the comparison with the preceding year, one week showing an increase, whereas the decline had been almost continuous for a long time.

Defaults with liabilities of \$5,000 and over in each instance numbered 146 for the latest week, against 118 such failures in the previous week and 166 a year ago.

The weekly record of business failures in the United States, with figures for the corresponding weeks in both preceding years, is given below:

|              | 1935 | 1934 | Per Cent | 1933 |
|--------------|------|------|----------|------|
| Mar. 7.....  | 216  | 260  | -16.9    | 494  |
| Feb. 28..... | 224  | 253  | -11.5    | 556  |
| Feb. 21..... | 285  | 255  | +11.8    | 571  |
| Feb. 14..... | 233  | 239  | -2.5     | 563  |
| Feb. 7.....  | 263  | 291  | -9.6     | 629  |
| Jan. 31..... | 268  | 305  | -12.1    | 660  |
| Jan. 24..... | 259  | 315  | -17.8    | 702  |
| Jan. 17..... | 274  | 333  | -17.7    | 691  |
| Jan. 10..... | 282  | 314  | -10.2    | 726  |
| Jan. 3.....  | 248  | 261  | -5.0     | 596  |

Retail defaults fell to 126, compared with 128 a week earlier. Decreases also were shown for the manufacturing and other commercial classifications. An increase of 4 failures occurred in the wholesale group.

When analyzed by geographical divisions, decreases appeared for the Middle Atlantic, Central East, Central West, Western and Pacific. A higher mortality rate was registered in the New England and South Central sections.

## Analysis of Week's Failures

By Trade Groups and Geographical Divisions

| Trade Groups:                  | 1935        |                   | 1934       |
|--------------------------------|-------------|-------------------|------------|
|                                | Week Mar. 7 | Five Days Feb. 28 |            |
| Retail.....                    | 126         | 128               | 159        |
| Wholesale.....                 | 15          | 11                | 14         |
| Manufacturing.....             | 51          | 59                | 67         |
| Other Commercial.....          | 24          | 26                | 20         |
| <b>Total U. S.....</b>         | <b>216</b>  | <b>224</b>        | <b>260</b> |
| <b>Geographical Divisions:</b> |             |                   |            |
| New England.....               | 26          | 23                | 20         |
| Middle Atlantic.....           | 81          | 82                | 88         |
| South Atlantic.....            | 21          | 21                | 14         |
| South Central.....             | 26          | 17                | 24         |
| Central East.....              | 29          | 36                | 41         |
| Central West.....              | 8           | 13                | 22         |
| Western.....                   | 1           | 7                 | 6          |
| Pacific.....                   | 24          | 25                | 45         |
| <b>Total U. S.....</b>         | <b>216</b>  | <b>224</b>        | <b>260</b> |



# MONTH'S BANK CLEARINGS BARELY ABOVE YEAR AGO

THE exchange of checks through the banks of the United States during February, as measured by bank clearings, was only slightly higher in amount than for that month last year. There was a reduction in the total, compared with January, about equal to the sum that might be expected.

Bank clearings throughout all of 1934 varied considerably, and were quite irregular. The changes from month to month were at times unusual. Clearings for February, 1934, were close to the highest for any month in that year. There were only two months when the amount was above that for February, these two being April and December.

Instead of rising to the highest of the year, clearings for January, 1934, were below the average. There were six months in that year for which the amounts reported were above the total for January, and as noted above, February was one of these.

## Average Daily Bank Clearings

|            | 1935          | 1934          | Per Cent |
|------------|---------------|---------------|----------|
| Feb. ....  | \$868,477,000 | \$865,128,000 | + 0.4    |
| Jan. ....  | 907,278,000   | 760,338,000   | +18.0    |
|            | 1934          | 1933          |          |
| Dec. ....  | 868,144,000   | 745,351,000   | +16.5    |
| Nov. ....  | 739,992,000   | 761,474,000   | - 2.8    |
| Oct. ....  | 753,307,000   | 778,720,000   | - 3.3    |
| Sept. .... | 743,202,000   | 730,154,000   | + 1.8    |
| Aug. ....  | 675,390,000   | 722,127,000   | - 6.5    |
| July ....  | 795,762,000   | 919,421,000   | -13.4    |
| June ....  | 818,342,000   | 823,931,000   | - 0.7    |
| May ....   | 817,264,000   | 714,308,000   | +14.4    |
| April .... | 908,558,000   | 616,945,000   | +47.3    |
| Mar. ....  | 770,483,000   | 564,046,000   | +36.1    |

Comparison of the first two months of 1935 with 1934 shows a marked reversal in the report of bank clearings. This year clearings for February were below those for January, whereas in 1934, February clearings were very much higher than for the preceding month.

The increase in bank clearings in February last year, as compared with January, was largely at New York City, while the reduction in clearings for February, 1935, was mainly at New York. At nearly every other city reporting, clearings were quite a little higher than

they were in that month a year ago.

For the first week of March, bank clearings were the highest for the year to date. The total for the twenty-two leading cities in the United States was \$5,947,995,000, against \$5,248,767,000 for the same week of last year, an increase of 13.3 per cent. This contrasted with a gain of 8.0 per cent in the previous week. At New York City, clearings were \$4,101,231,000, an increase of 10.5 per cent over the amount reported last year, while the aggregate for centers outside of New York of \$1,846,764,000 was 20.2 per cent higher.

Clearings both this year and last covered the heavier monthly settlements incident to the first week of the month. The total for the week was in excess of that for the five-day week preceding by \$1,328,043,000, whereas for the same two weeks of last year, the increase amounted to only \$982,988,000.

Clearings were especially heavy at most of the outside centers. For no week in over two years has the total for the cities outside of New York been so high as that reported the past week.

Figures at leading centers, compared with those of a year ago, are printed herewith:

|                     | WEEK         |          | FIVE DAYS     |          | WEEK          |          | FIVE DAYS     |          |
|---------------------|--------------|----------|---------------|----------|---------------|----------|---------------|----------|
|                     | Feb. 6, 1935 | Per Cent | Feb. 13, 1935 | Per Cent | Feb. 20, 1935 | Per Cent | Feb. 27, 1935 | Per Cent |
| Boston .....        | \$192,426    | - 1.7    | \$163,791     | - 0.3    | \$192,616     | + 3.8    | \$173,370     | +12.1    |
| Philadelphia .....  | 299,000      | +19.1    | 226,000       | + 4.1    | 357,000       | +24.0    | 285,000       | +12.7    |
| Buffalo .....       | 25,500       | + 2.4    | 19,300        | - 4.9    | 31,100        | + 4.0    | 23,900        | + 8.1    |
| Pittsburgh .....    | 96,043       | + 0.5    | 70,855        | +17.5    | 103,462       | +20.8    | 88,325        | +25.0    |
| Cleveland .....     | 53,789       | + 5.1    | 41,424        | - 1.4    | 69,459        | +19.1    | 55,463        | +15.0    |
| Cincinnati .....    | 46,838       | +27.2    | 35,899        | -10.7    | 51,040        | + 9.0    | 40,798        | +11.7    |
| Baltimore .....     | 51,435       | + 4.7    | 43,421        | - 1.6    | 52,123        | - 0.1    | 44,247        | +10.0    |
| Richmond .....      | 27,151       | - 3.9    | 26,167        | + 2.2    | 29,546        | - 3.2    | 27,063        | +11.2    |
| Atlanta .....       | 40,500       | +17.1    | 37,800        | +15.5    | 41,200        | - 1.7    | 35,100        | + 6.4    |
| New Orleans .....   | 23,393       | - 2.1    | 23,713        | + 5.8    | 27,469        | - 7.5    | 27,900        | +28.6    |
| Chicago .....       | 231,800      | +13.8    | 191,200       | +10.2    | 248,400       | +21.6    | 210,000       | +26.2    |
| Detroit .....       | 75,254       | +26.1    | 61,635        | +14.6    | 94,749        | +38.1    | 96,624        | +36.9    |
| St. Louis .....     | 67,800       | +12.8    | 58,400        | +10.6    | 74,800        | + 7.6    | 60,800        | +10.8    |
| Louisville .....    | 27,528       | + 9.9    | 22,838        | - 0.8    | 32,603        | +15.9    | 22,147        | + 7.6    |
| Minneapolis .....   | 45,797       | + 0.3    | 37,834        | + 1.7    | 52,946        | + 2.6    | 41,500        | + 6.7    |
| Kansas City .....   | 75,695       | +26.0    | 72,214        | +26.7    | 84,503        | +19.5    | 72,617        | +31.2    |
| Omaha .....         | 25,313       | + 0.7    | 21,749        | - 9.8    | 29,409        | -11.1    | 22,623        | -14.8    |
| Dallas .....        | 37,898       | +14.0    | 30,154        | + 2.0    | 41,896        | +10.0    | 33,440        | +11.5    |
| San Francisco ..... | 117,500      | +14.0    | 104,100       | +19.5    | 116,300       | - 2.6    | 95,700        | + 5.2    |
| Portland, Ore. .... | 20,330       | +19.1    | 16,478        | +15.4    | 25,800        | +27.5    | 18,145        | +10.8    |
| Seattle .....       | 24,194       | +17.2    | 17,545        | + 3.5    | 26,028        | +16.1    | 20,329        | +11.3    |
| Total .....         | \$1,605,154  | +11.1    | \$1,322,517   | + 5.2    | \$1,817,058   | +14.8    | \$1,495,091   | +16.3    |
| New York .....      | 3,299,854    | -14.7    | 2,930,994     | + 0.5    | 3,455,459     | - 7.5    | 3,114,861     | + 4.5    |
| Total All .....     | \$4,905,008  | - 7.7    | \$4,253,511   | + 2.0    | \$5,272,517   | - 0.9    | \$4,609,952   | + 8.0    |

Note—Clearings reported in millions and thousands (000 omitted throughout). Percentage shows increase or decrease compared with the figures of the same week in 1934.

|                     | Week<br>Mar. 6, 1935 | Week<br>Mar. 7, 1934 | Per<br>Cent |
|---------------------|----------------------|----------------------|-------------|
|                     | 000 omitted          |                      |             |
| Boston .....        | \$218,732            | \$196,884            | + 11.1      |
| Philadelphia ..     | 371,000              | 289,000              | + 28.4      |
| Buffalo .....       | 26,300               | 26,200               | + 0.4       |
| Pittsburgh .....    | 103,148              | 88,165               | + 17.0      |
| Cleveland .....     | 63,186               | 57,433               | + 10.0      |
| Cincinnati .....    | 51,240               | 41,681               | +22.9       |
| Baltimore .....     | 64,051               | 56,691               | +13.0       |
| Detroit .....       | 31,426               | 25,512               | +23.2       |
| Atlanta .....       | 41,400               | 34,100               | +21.4       |
| New Orleans .....   | 24,992               | 21,800               | +14.2       |
| Chicago .....       | 254,000              | 206,400              | +23.3       |
| Detroit .....       | 100,725              | 72,252               | +39.4       |
| St. Louis .....     | 81,100               | 64,300               | +26.1       |
| Louisville .....    | 31,116               | 26,455               | +17.6       |
| Minneapolis .....   | 53,403               | 40,830               | +30.5       |
| Kansas City .....   | 87,606               | 65,540               | +33.7       |
| Omaha .....         | 28,155               | 33,098               | -16.5       |
| Dallas .....        | 36,356               | 29,452               | +23.4       |
| San Francisco ..    | 127,400              | 107,800              | +18.2       |
| Portland, Ore. .... | 25,781               | 20,325               | +26.8       |
| Seattle .....       | 25,647               | 22,820               | +12.4       |
| Total .....         | \$1,846,764          | \$1,536,338          | + 20.2      |
| New York .....      | 4,101,231            | 3,712,429            | + 10.5      |
| Total All .....     | \$5,947,995          | \$5,248,767          | + 13.3      |

# FEBRUARY BUILDING PERMIT VALUES BY CITIES

THE detailed report of building permit values by cities for February, 1935 and 1934, and for January, 1935, as reported to Dun & Bradstreet, Inc., follows:

| THE detailed report of building permit values by cities for February, 1935 and 1934, and for January, 1935, as reported to Dun & Bradstreet, Inc., follows: |  |  |  | Mid. Atlantic<br>(Cont.) |  |  | Feb.,<br>1935    |  |  | Feb.,<br>1934 |  |  | Jan.,<br>1935 |  |  | South Central     |  |  | Feb.,<br>1935 |  |  | Feb.,<br>1934 |  |  | Jan.,<br>1935 |  |  |
|---|--|--|--|--------------------------|--|--|------------------|--|--|---------------|--|--|---------------|--|--|-------------------|--|--|---------------|--|--|---------------|--|--|---------------|--|--|
|   |  |  |  | New England              |  |  | Feb.,<br>1935    |  |  | Feb.,<br>1934 |  |  | Jan.,<br>1935 |  |  | South Central     |  |  | Feb.,<br>1935 |  |  | Feb.,<br>1934 |  |  | Jan.,<br>1935 |  |  |
|   |  |  |  | Boston                   |  |  | \$380,351        |  |  | \$283,266     |  |  | \$278,667     |  |  | Abilene           |  |  | \$6,160       |  |  | \$5,280       |  |  | \$18,275      |  |  |
|   |  |  |  | Bridgeport               |  |  | 33,980           |  |  | 7,705         |  |  | 27,675        |  |  | Amarillo          |  |  | 10,307        |  |  | 10,307        |  |  | 21,304        |  |  |
|   |  |  |  | Brockton                 |  |  | 10,879           |  |  | 2,100         |  |  | 10,385        |  |  | Austin            |  |  | 176,590       |  |  | 29,300        |  |  | 1,735,803     |  |  |
|   |  |  |  | Burlington, Vt.          |  |  | 4,000            |  |  |               |  |  | 5,005         |  |  | Beaumont          |  |  | 14,270        |  |  | 10,335        |  |  | 48,864        |  |  |
|   |  |  |  | Cambridge                |  |  | 15,000           |  |  | 51,005        |  |  | 16,922        |  |  | Birmingham        |  |  | 105,419       |  |  | 70,449        |  |  | 136,917       |  |  |
|   |  |  |  | Chelsea                  |  |  | 210,900          |  |  | 6,250         |  |  | 28,510        |  |  | Chattanooga       |  |  | 43,824        |  |  | 68,573        |  |  | 44,706        |  |  |
|   |  |  |  | Everett                  |  |  | 5,695            |  |  | 2,625         |  |  | 100           |  |  | Dallas            |  |  | 225,478       |  |  | 153,150       |  |  | 379,589       |  |  |
|   |  |  |  | Fall River               |  |  | 3,555            |  |  | 3,025         |  |  | 30,055        |  |  | El Paso           |  |  | 42,390        |  |  | 38,905        |  |  | 15,557        |  |  |
|   |  |  |  | Fitchburg                |  |  | 3,670            |  |  | 11,000        |  |  | 9,425         |  |  | Fort Smith        |  |  | 15,980        |  |  | 6,602         |  |  | 9,187         |  |  |
|   |  |  |  | Greenwich                |  |  | 19,650           |  |  | 9,100         |  |  | 38,525        |  |  | Fort Worth        |  |  | 46,400        |  |  | 41,150        |  |  | 379,489       |  |  |
|   |  |  |  | Hartford                 |  |  | 322,926          |  |  | 79,669        |  |  | 60,773        |  |  | Galveston         |  |  | 209,658       |  |  | 36,278        |  |  | 25,348        |  |  |
|   |  |  |  | Haverhill                |  |  | 2,875            |  |  | 1,700         |  |  | 2,200         |  |  | Houston           |  |  | 443,179       |  |  | 252,495       |  |  | 521,500       |  |  |
|   |  |  |  | Holyoke                  |  |  | 44,050           |  |  | 16,300        |  |  | 71,685        |  |  | Jackson           |  |  | 32,320        |  |  | 41,386        |  |  | 40,490        |  |  |
|   |  |  |  | Lawrence                 |  |  | 25,850           |  |  | 11,800        |  |  | 18,800        |  |  | Knoxville         |  |  | 141,013       |  |  | 10,341        |  |  | 48,694        |  |  |
|   |  |  |  | Lowell                   |  |  | 6,475            |  |  | 12,850        |  |  | 3,440         |  |  | Little Rock       |  |  | 25,228        |  |  | 18,707        |  |  | 27,457        |  |  |
|   |  |  |  | Lynn                     |  |  | 92,775           |  |  | 8,975         |  |  | 17,000        |  |  | Memphis           |  |  | 204,750       |  |  | 101,270       |  |  | 90,556        |  |  |
|   |  |  |  | Manchester               |  |  | 22,191           |  |  | 3,595         |  |  | 8,965         |  |  | Mobile            |  |  | 36,466        |  |  | 11,581        |  |  | 60,577        |  |  |
|   |  |  |  | Medford                  |  |  | 14,585           |  |  | 3,900         |  |  | 12,575        |  |  | Montgomery        |  |  | 140,913       |  |  | 9,182         |  |  | 50,743        |  |  |
|   |  |  |  | New Bedford              |  |  | 10,550           |  |  | 20,575        |  |  | 3,350         |  |  | Muskogee          |  |  | 3,868         |  |  | 1,450         |  |  | 171,740       |  |  |
|   |  |  |  | New Britain              |  |  | 9,570            |  |  | 11,113        |  |  | 14,907        |  |  | Nashville         |  |  | 50,707        |  |  | 63,224        |  |  | 54,951        |  |  |
|   |  |  |  | New Haven                |  |  | 95,269           |  |  | 187,285       |  |  | 50,036        |  |  | New Orleans       |  |  | 122,440       |  |  | 51,165        |  |  | 135,764       |  |  |
|   |  |  |  | Newton                   |  |  | 59,905           |  |  | 62,280        |  |  | 63,050        |  |  | Oklahoma City     |  |  | 138,080       |  |  | 184,970       |  |  | 94,315        |  |  |
|   |  |  |  | Norwalk                  |  |  | 28,045           |  |  | 51,250        |  |  | 40,615        |  |  | Port Arthur       |  |  | 31,247        |  |  | 12,989        |  |  | 24,628        |  |  |
|   |  |  |  | Portland, Me.            |  |  | 16,088           |  |  | 30,120        |  |  | 16,045        |  |  | San Angelo        |  |  | 10,967        |  |  | 1,900         |  |  | 8,630         |  |  |
|   |  |  |  | Providence               |  |  | 68,750           |  |  | 64,400        |  |  | 114,900       |  |  | San Antonio       |  |  | 45,241        |  |  | 57,845        |  |  | 214,186       |  |  |
|   |  |  |  | Quincy, Mass.            |  |  | 30,635           |  |  | 18,871        |  |  | 4,660         |  |  | Shreveport        |  |  | 148,507       |  |  | 20,715        |  |  | 60,272        |  |  |
|   |  |  |  | Salem                    |  |  | 50,285           |  |  | 23,200        |  |  | 17,253        |  |  | Tulsa             |  |  | 72,544        |  |  | 121,365       |  |  | 46,765        |  |  |
|   |  |  |  | Somerville               |  |  | 45,650           |  |  | 4,745         |  |  | 5,000         |  |  | Waco              |  |  | 9,825         |  |  | 7,130         |  |  | 19,700        |  |  |
|   |  |  |  | Springfield, Mass.       |  |  | 78,785           |  |  | 11,800        |  |  | 11,645        |  |  | Wichita Falls     |  |  | 69,859        |  |  | 2,160         |  |  | 9,551         |  |  |
|   |  |  |  | Stamford                 |  |  | 21,605           |  |  | 16,095        |  |  | 17,080        |  |  | Total             |  |  | \$2,628,630   |  |  | \$1,434,980   |  |  | \$4,495,751   |  |  |
|   |  |  |  | Waterbury                |  |  | 6,300            |  |  | 4,550         |  |  | 2,950         |  |  | West Central      |  |  |               |  |  |               |  |  |               |  |  |
|   |  |  |  | West Hartford            |  |  | 41,418           |  |  | 60,432        |  |  | 104,163       |  |  | Cedar Rapids      |  |  | \$14,832      |  |  | \$18,660      |  |  | \$14,088      |  |  |
|   |  |  |  | Worcester                |  |  | 66,340           |  |  | 55,140        |  |  | 19,279        |  |  | Davenport         |  |  | 11,268        |  |  | 9,319         |  |  | 9,407         |  |  |
|   |  |  |  | Total                    |  |  | \$1,798,602      |  |  | \$1,082,321   |  |  | \$1,125,640   |  |  | Des Moines        |  |  | 20,770        |  |  | 20,891        |  |  | 43,840        |  |  |
|   |  |  |  | Middle Atlantic          |  |  |                  |  |  |               |  |  |               |  |  | Dubuque           |  |  | 3,775         |  |  | 3,805         |  |  | 5,850         |  |  |
|   |  |  |  | Manhattan 1              |  |  | \$458,900        |  |  | \$677,800     |  |  | \$910,000     |  |  | Duluth            |  |  | 61,855        |  |  | 73,389        |  |  | 10,227        |  |  |
|   |  |  |  | Manhattan 2              |  |  | 1,567,825        |  |  | 1,052,690     |  |  | 1,137,600     |  |  | Fargo             |  |  | 100           |  |  | 3,560         |  |  | 1,570         |  |  |
|   |  |  |  | Bronx 1                  |  |  | 879,950          |  |  | 92,000        |  |  | 1,559,950     |  |  | Kansas City, Kan. |  |  | 9,145         |  |  | 10,400        |  |  | 14,210        |  |  |
|   |  |  |  | Bronx 2                  |  |  | 231,635          |  |  | 126,955       |  |  | 220,083       |  |  | Kansas City, Mo.  |  |  | 103,600       |  |  | 95,700        |  |  | 261,000       |  |  |
|   |  |  |  | Brooklyn 1               |  |  | 965,120          |  |  | 192,325       |  |  | 887,425       |  |  | Lincoln           |  |  | 21,796        |  |  | 21,603        |  |  | 19,629        |  |  |
|   |  |  |  | Brooklyn 2               |  |  | 287,776          |  |  | 370,119       |  |  | 338,630       |  |  | Minneapolis       |  |  | 151,760       |  |  | 136,670       |  |  | 81,375        |  |  |
|   |  |  |  | Queens 1                 |  |  | 1,084,611        |  |  | 195,299       |  |  | 507,936       |  |  | Omaha             |  |  | 74,235        |  |  | 107,575       |  |  | 156,070       |  |  |
|   |  |  |  | Queens 2                 |  |  | 207,383          |  |  | 235,719       |  |  | 175,552       |  |  | St. Joseph        |  |  | 9,835         |  |  | 12,210        |  |  | 11,465        |  |  |
|   |  |  |  | Richmond 1               |  |  | 102,838          |  |  | 30,871        |  |  | 48,247        |  |  | St. Louis         |  |  | 402,096       |  |  | 196,861       |  |  | 664,213       |  |  |
|   |  |  |  | Richmond 2               |  |  | 67,770           |  |  | 20,950        |  |  | 21,240        |  |  | St. Paul          |  |  | 97,650        |  |  | 72,453        |  |  | 109,102       |  |  |
|   |  |  |  | Total N. Y. C.           |  |  | \$5,852,908      |  |  | \$2,994,728   |  |  | \$5,806,663   |  |  | Sioux City        |  |  | 25,875        |  |  | 17,090        |  |  | 13,475        |  |  |
|   |  |  |  | (1) New work.            |  |  | (2) Alterations. |  |  |               |  |  |               |  |  | Sioux Falls       |  |  | 47,130        |  |  | 12,515        |  |  | 11,460        |  |  |
|   |  |  |  | Albany                   |  |  | \$395,508        |  |  | \$95,955      |  |  | \$29,656      |  |  | Topeka            |  |  | 38,725        |  |  | 7,980         |  |  | 4,375         |  |  |
|   |  |  |  | Albion                   |  |  | 8,825            |  |  | 9,525         |  |  | 21,325        |  |  | Wichita           |  |  | 85,985        |  |  | 26,108        |  |  | 29,949        |  |  |
|   |  |  |  | Altoona                  |  |  | 8,421            |  |  | 16,925        |  |  | 4,547         |  |  | Total             |  |  | \$1,180,432   |  |  | \$846,589     |  |  | \$1,461,395   |  |  |
|   |  |  |  | Atlantic City            |  |  | 53,394           |  |  | 15,289        |  |  | 112,758       |  |  | Mountain          |  |  |               |  |  |               |  |  |               |  |  |
|   |  |  |  | Auburn                   |  |  | 3,825            |  |  | 6,250         |  |  | 2,150         |  |  | Billings          |  |  | \$26,947      |  |  | \$4,835       |  |  | \$1,750       |  |  |
|   |  |  |  | Bayonne                  |  |  | 4,850            |  |  | 1,340         |  |  | 4,653         |  |  | Boise             |  |  | 27,551        |  |  | 15,313        |  |  | 19,041        |  |  |
|   |  |  |  | Binghamton               |  |  | 52,674           |  |  | 21,664        |  |  | 14,147        |  |  | Butte             |  |  | 2,980         |  |  | 2,150         |  |  | 700           |  |  |
|   |  |  |  | Buffalo                  |  |  | 44,924           |  |  | 98,220        |  |  | 70,460        |  |  | Colorado Springs  |  |  | 10,445        |  |  | 8,445         |  |  | 8,980         |  |  |
|   |  |  |  | Camden                   |  |  | 3,550            |  |  | 19,615        |  |  | 14,468        |  |  | Denver            |  |  | 294,339       |  |  | 214,030       |  |  | 191,055       |  |  |
|   |  |  |  | East Orange              |  |  | 31,981           |  |  | 17,818        |  |  | 27,820        |  |  | Grand Falls       |  |  | 15,385        |  |  | 4,250         |  |  | 5,275         |  |  |
|   |  |  |  | Elizabeth                |  |  | 14,670           |  |  | 895           |  |  | 5,520         |  |  | Orden             |  |  | 8,900         |  |  | 2,925         |  |  | 109,105       |  |  |
|   |  |  |  | Elmira                   |  |  | 5,330            |  |  | 9,775         |  |  | 13,077        |  |  | Phoenix           |  |  | 11,600        |  |  | 16,223        |  |  | 42,865        |  |  |
|   |  |  |  | Erle                     |  |  | 19,067           |  |  | 8,100         |  |  | 15,263        |  |  | Pueblo            |  |  | 87,622        |  |  | 3,949         |  |  | 16,873        |  |  |
|   |  |  |  | Harrisburg               |  |  | 30,530           |  |  | 28,600        |  |  | 16,200        |  |  | Salt Lake City    |  |  | 96,309        |  |  | 14,280        |  |  | 172,391       |  |  |
|   |  |  |  | Jamestown                |  |  | 13,790           |  |  | 1,895         |  |  | 25,847        |  |  | Tucson            |  |  | 34,992        |  |  | 54,685        |  |  | 39,115        |  |  |
|   |  |  |  | Jersey City              |  |  | 39,260           |  |  | 13,600        |  |  | 72,846        |  |  | Total             |  |  | \$589,723     |  |  | \$336,250     |  |  | \$605,400     |  |  |
|   |  |  |  | Lancaster                |  |  | 21,645           |  |  | 4,150         |  |  | 40,632        |  |  | Pacific           |  |  |               |  |  |               |  |  |               |  |  |
|   |  |  |  | Mount Vernon             |  |  | 17,775           |  |  | 2,160         |  |  | 77,245        |  |  | Bakersfield       |  |  | \$36,408      |  |  | \$157,495     |  |  | \$56,436      |  |  |
|   |  |  |  | Newark, N. J.            |  |  | 93,578           |  |  | 622,535       |  |  | 150,781       |  |  | Berkeley          |  |  | 98,073        |  |  | 60,180        |  |  | 67,548        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Beverly Hills     |  |  | 207,200       |  |  | 100,900       |  |  | 198,420       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Fresno            |  |  | 122,599       |  |  | 116,576       |  |  | 40,203        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Glendale          |  |  | 78,394        |  |  | 63,730        |  |  | 81,205        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Long Beach        |  |  | 421,860       |  |  | 168,395       |  |  | 268,560       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Los Angeles       |  |  | 1,555,561     |  |  | 990,185       |  |  | 2,187,810     |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Oakland           |  |  | 1,831,482     |  |  | 516,592       |  |  | 480,807       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Pasadena          |  |  | 49,513        |  |  | 76,963        |  |  | 49,048        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Portland, Ore.    |  |  | 357,940       |  |  | 151,140       |  |  | 248,170       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Sacramento        |  |  | 70,463        |  |  | 54,086        |  |  | 41,089        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | San Diego         |  |  | 333,950       |  |  | 372,164       |  |  | 189,287       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | San Francisco     |  |  | 607,622       |  |  | 492,862       |  |  | 876,317       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | San Jose          |  |  | 134,985       |  |  | 141,920       |  |  | 80,825        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Seattle           |  |  | 435,625       |  |  | 149,095       |  |  | 118,935       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Spokane           |  |  | 65,635        |  |  | 133,041       |  |  | 36,206        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Stockton          |  |  | 39,961        |  |  | 22,304        |  |  | 109,668       |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Tacoma            |  |  | 67,935        |  |  | 42,755        |  |  | 65,440        |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Total             |  |  | \$6,515,206   |  |  | \$3,810,333   |  |  | \$5,196,405   |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Total U. S.       |  |  | \$27,651,002  |  |  | \$19,326,964  |  |  | \$26,826,268  |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | New York City     |  |  | \$5,852,908   |  |  | \$2,994,728   |  |  | \$5,806,663   |  |  |
|   |  |  |  |                          |  |  |                  |  |  |               |  |  |               |  |  | Outside N. Y. C.  |  |  | \$27,651,002  |  |  | \$16,332,236  |  |  | \$21,016,603  |  |  |

# STATISTICAL RECORD OF

## VISIBLE GRAIN SUPPLIES

Returns to DUN & BRADSTREET, INC., of available wheat stocks held on March 2, 1935, in the United States and Canada, leading ports of the United Kingdom and Europe, and the supply on passage for the United Kingdom, also the stocks of corn and oats held in the United States and Canada, with comparisons, are as follows, figures being in bushels:

| Wheat  | Mar. 2, 1935 | Changes from Last Week | Mar. 2, 1934 |
|--|--------------|------------------------|--------------|
| United States, east of Rocky Mountains.....                      | 62,769,000   | — 3,329,000            | 104,554,000  |
| United States, west of Rocky Mountains.....                      | 4,648,000    | — 124,000              | 7,178,000    |
| Canada .....   | 235,515,000  | — 466,000              | 227,060,000  |
| Total, United States and Canada.....                             | 302,930,000  | — 3,919,000            | 338,790,000  |
| United Kingdom and Afloat (Broomhall).....                       | 46,500,000   | — 1,400,000            | 53,900,000   |
| Total, American, United Kingdom and Afloat.....                  | 349,430,000  | — 5,319,000            | 392,690,000  |
| Continent {Marseilles<br>Rotterdam & Amsterdam} (Broomhall)..... | 6,300,000    | — 100,000              | 5,300,000    |
| Total, American and European Supply.....                         | 355,730,000  | — 5,419,000            | 397,990,000  |
| Corn—United States and Canada.....                               | 28,160,000   | — 1,722,000            | 68,384,000   |
| Oats—United States and Canada.....                               | 34,682,000   | + 56,000               | 60,636,000   |

The combined aggregate wheat visible supply statistics, in bushels, follow. (Last three 000 omitted):

| Week ending  | U. S. east of Rockies | U. S. Pacific Coast | Total U. S. | Canada  | Total U. S. and Canada | U. K. and Afloat | Total American, U. K. and Afloat | Continent Europe | Total America and Europe |
|--------------|-----------------------|---------------------|-------------|---------|------------------------|------------------|----------------------------------|------------------|--------------------------|
| 1934         |                       |                     |             |         |                        |                  |                                  |                  |                          |
| Dec. 15..... | 94,913                | 5,195               | 100,108     | 249,991 | 350,099                | 46,400           | 396,499                          | 7,900            | 404,399                  |
| Dec. 22..... | 91,658                | 5,456               | 97,114      | 251,580 | 348,694                | 44,200           | 392,894                          | 7,900            | 400,794                  |
| Dec. 29..... | 89,766                | 5,539               | 95,305      | 253,119 | 348,424                | 42,000           | 390,424                          | 7,000            | 397,424                  |
| 1935         |                       |                     |             |         |                        |                  |                                  |                  |                          |
| Jan. 5.....  | 86,953                | 5,541               | 92,494      | 252,885 | 345,379                | 38,500           | 383,879                          | 7,000            | 391,479                  |
| Jan. 12..... | 83,583                | 5,269               | 88,852      | 252,441 | 341,293                | 39,600           | 380,893                          | 7,000            | 387,893                  |
| Jan. 19..... | 80,639                | 5,244               | 85,883      | 249,703 | 335,586                | 38,900           | 374,486                          | 6,900            | 381,386                  |
| Jan. 26..... | 77,746                | 5,210               | 82,956      | 245,888 | 328,844                | 40,000           | 368,844                          | 6,800            | 375,644                  |
| Feb. 2.....  | 74,774                | 5,029               | 79,803      | 242,363 | 322,166                | 47,900           | 370,066                          | 6,800            | 376,866                  |
| Feb. 9.....  | 71,747                | 5,040               | 76,787      | 238,931 | 315,718                | 48,900           | 364,618                          | 6,300            | 370,918                  |
| Feb. 16..... | 69,335                | 4,928               | 74,263      | 238,993 | 313,256                | 47,200           | 360,456                          | 6,400            | 366,856                  |
| Feb. 23..... | 66,098                | 4,770               | 70,868      | 235,931 | 306,849                | 47,900           | 354,749                          | 6,400            | 361,149                  |
| Mar. 2.....  | 62,769                | 4,646               | 67,415      | 235,515 | 302,930                | 46,500           | 349,430                          | 6,300            | 355,730                  |

## Corn Exports

(By telegraph to Dun & Bradstreet, Inc.)  
Corn exports in bushels from leading United States and Canadian ports compare as follows:

| Week ending       | 1934    | 1933    | 1932      |
|-------------------|---------|---------|-----------|
| Nov. 3.....       | 1,000   | 1,000   | 1,174,822 |
| Nov. 10.....      | 1,000   | 1,000   | 465,906   |
| Nov. 17.....      | .....   | .....   | 317,862   |
| Nov. 24.....      | .....   | .....   | 325,522   |
| Dec. 1.....       | 149,000 | 388,528 | 101,450   |
| Dec. 8.....       | 1,000   | 77,000  | 60,000    |
| Dec. 15.....      | .....   | 36,000  | 8,000     |
| Dec. 22.....      | 1,000   | 3,000   | 63,040    |
| Dec. 29.....      | .....   | 9,000   | .....     |
| 1935              |         |         |           |
| Jan. 5.....       | .....   | 1,000   | 27,404    |
| Jan. 12.....      | 2,000   | 2,000   | 48,000    |
| Jan. 19.....      | .....   | 1,000   | 1,000     |
| Jan. 26.....      | 3,000   | 28,000  | 52,882    |
| Feb. 2.....       | 7,000   | 12,000  | 274,000   |
| Feb. 9.....       | 2,000   | 33,000  | 8,000     |
| Feb. 16.....      | 1,000   | 15,000  | 314,000   |
| Feb. 23.....      | .....   | 75,000  | 24,000    |
| Mar. 2.....       | 5,000   | 9,000   | 157,000   |
| July 1 to date... | 26,000  | 483,000 | 4,588,742 |

## Wheat and Flour Exports

(By telegraph to Dun & Bradstreet, Inc.)  
The quantity of wheat (including flour as wheat) exported from leading United States and Canadian ports for the week and season compare as follows, in bushels:

| Week ending       | 1934        | 1933        | 1932        |
|-------------------|-------------|-------------|-------------|
| Nov. 3.....       | 4,133,990   | 3,557,429   | 9,796,495   |
| Nov. 10.....      | 3,413,127   | 5,252,648   | 7,139,063   |
| Nov. 17.....      | 2,156,278   | 5,452,026   | 6,667,038   |
| Nov. 24.....      | 3,807,533   | 5,520,073   | 9,698,896   |
| Dec. 1.....       | 4,238,667   | 6,191,176   | 12,594,660  |
| Dec. 8.....       | 1,891,187   | 3,952,526   | 6,435,595   |
| Dec. 15.....      | 1,682,268   | 2,610,662   | 4,771,147   |
| Dec. 22.....      | 1,315,177   | 4,139,838   | 5,050,771   |
| Dec. 29.....      | 1,693,176   | 2,969,374   | 5,451,460   |
| 1935              |             |             |             |
| Jan. 5.....       | 1,691,338   | 4,061,746   | 4,848,824   |
| Jan. 12.....      | 1,947,836   | 4,042,082   | 5,931,552   |
| Jan. 19.....      | 1,817,608   | 5,191,779   | 4,213,391   |
| Jan. 26.....      | 2,272,329   | 3,287,630   | 3,500,361   |
| Feb. 2.....       | 2,909,021   | 4,518,725   | 5,477,033   |
| Feb. 9.....       | 2,035,497   | 3,165,078   | 5,247,990   |
| Feb. 16.....      | 1,872,675   | 3,622,380   | 4,660,520   |
| Feb. 23.....      | 3,229,615   | 3,122,133   | 3,626,024   |
| Mar. 2.....       | 1,921,906   | 4,451,617   | 4,228,876   |
| July 1 to date... | 104,994,028 | 142,313,170 | 209,042,059 |

## Grain Movement

Receipts of flour and grain at twelve Western lake and river points for the week and season compare as follows (000 omitted):

|   | Flour, bbls. | Wheat, bus.    | Corn, bus. | Oats, bus. |
|---|--------------|----------------|------------|------------|
| Mar. 2, 1935.....                       | 349          | 1,350          | 2,546      | 1,333      |
| Feb. 23, 1935.....                      | 359          | 1,006          | 1,840      | 643        |
| Feb. 16, 1935.....                      | 380          | 763            | 1,401      | 423        |
| Feb. 9, 1935.....                       | 412          | 1,033          | 1,679      | 764        |
| Mar. 2, 1934.....                       | 359          | 2,071          | 2,748      | 864        |
| Season, July 1, 1934, to March 2, 1935— |              |                |            |            |
| Flour, bbls.....                        | 12,324       | Corn, bus..... | 159,204    |            |
| Wheat, bus.....                         | 208,899      | Oats, bus..... | 40,368     |            |
| Season, July 1, 1933, to March 3, 1934— |              |                |            |            |
| Flour, bbls.....                        | 12,171       | Corn, bus..... | 183,686    |            |
| Wheat, bus.....                         | 212,766      | Oats, bus..... | 67,579     |            |

## Cereal Exports by Ports

(By telegraph to Dun & Bradstreet, Inc.)  
Exports of cereals from leading ports in the United States and Canada for the week ending March 2, 1935, were as follows:

| From                 | Flour, barrels | Wheat, bushels | Corn, bushels |
|----------------------|----------------|----------------|---------------|
| New York.....        | 14,183         | 192,000        | .....         |
| Philadelphia.....    | .....          | .....          | .....         |
| Baltimore.....       | 1,000          | .....          | .....         |
| Boston.....          | .....          | .....          | .....         |
| Newport News.....    | 1,000          | .....          | .....         |
| Norfolk.....         | .....          | .....          | 5,000         |
| New Orleans.....     | 4,000          | 4,000          | .....         |
| Galveston.....       | .....          | .....          | .....         |
| Total, Atlantic..... | 20,183         | 196,000        | 5,000         |
| Previous week.....   | 26,446         | 408,000        | .....         |
| San Francisco.....   | 3,137          | .....          | .....         |
| Portland, Ore.....   | .....          | .....          | .....         |
| Puget Sound.....     | 1,594          | .....          | .....         |
| Total, Pacific.....  | 4,731          | .....          | .....         |
| Previous week.....   | 19,619         | 1,000          | .....         |
| Total, U. S.....     | 24,914         | 196,000        | 5,000         |
| Previous week.....   | 46,065         | 409,000        | .....         |
| Montreal.....        | .....          | .....          | .....         |
| Halifax.....         | 55,000         | 40,000         | .....         |
| Vancouver.....       | .....          | 670,816        | .....         |
| Prince Rupert.....   | .....          | 399,477        | .....         |
| West St. John.....   | 32,000         | 112,000        | .....         |
| Total, Canada.....   | 87,000         | 1,222,293      | .....         |
| Previous week.....   | 151,907        | 1,929,741      | .....         |
| Grand total.....     | 111,914        | 1,418,293      | 5,000         |
| Previous week.....   | 197,972        | 2,338,741      | .....         |

## U. S. Grain East of Rocky Mountains

Stocks of grain available in the United States March 2, 1935, in bushels, were as follows, with comparisons:

|                               | Wheat   | Corn   | Oats   | Barley |
|-------------------------------|---------|--------|--------|--------|
| United States.....            | 8,945   | 5,119  | 5,662  | 5,778  |
| Minneapolis.....              | 3,427   | 1,212  | 2,776  | 1,258  |
| Duluth.....                   | 178     | 262    | 309    | 15     |
| St. Joseph, Mo.....           | 695     | 357    | 462    | 1,868  |
| St. Louis.....                | .....   | .....  | .....  | .....  |
| Omaha and Council Bluffs..... | 3,185   | 3,867  | 829    | 27     |
| Hutchinson.....               | 2,392   | .....  | .....  | .....  |
| Lincoln, Neb.....             | 490     | 50     | .....  | .....  |
| Wichita.....                  | 618     | 108    | 121    | .....  |
| Kansas City.....              | 14,284  | 1,524  | 978    | 7      |
| St. Joseph.....               | 1,282   | 560    | 309    | 3      |
| Chicago.....                  | 4,332   | 5,962  | 2,349  | 958    |
| Afloat.....                   | 125     | .....  | 300    | .....  |
| Manitowoc.....                | 1,150   | .....  | .....  | .....  |
| Peoria.....                   | 4       | 48     | 42     | .....  |
| Indianapolis.....             | 1,087   | 1,008  | 205    | .....  |
| St. Louis.....                | 3,810   | 313    | 479    | 12     |
| Louisville.....               | 1,105   | 203    | 4      | 1      |
| Chattanooga.....              | 160     | 110    | .....  | .....  |
| Nashville.....                | 748     | 291    | 411    | .....  |
| New Orleans.....              | 264     | 164    | 1,067  | 22     |
| Houston.....                  | 480     | 31     | 18     | .....  |
| Galveston.....                | 750     | .....  | .....  | .....  |
| Fort Worth, Tex.....          | 2,439   | 719    | 224    | 21     |
| Dallas, Tex.....              | 640     | .....  | .....  | .....  |
| On Lakes.....                 | .....   | .....  | .....  | .....  |
| On Canal.....                 | .....   | .....  | .....  | .....  |
| Detroit.....                  | 90      | 4      | 8      | 22     |
| Erie, Pa.....                 | .....   | .....  | .....  | .....  |
| Cleveland.....                | 85      | .....  | .....  | .....  |
| Mansfield.....                | 290     | 165    | 220    | .....  |
| Dayton.....                   | 6       | 7      | 4      | 2      |
| Cincinnati.....               | 694     | 158    | 88     | .....  |
| Buffalo.....                  | 6,856   | 3,744  | 1,234  | 1,441  |
| Afloat.....                   | 1,928   | 205    | .....  | .....  |
| Boston.....                   | 100     | 119    | 182    | 41     |
| Providence, R. I.....         | 4       | 27     | 14     | 2      |
| New York.....                 | 204     | 327    | 442    | 17     |
| Afloat.....                   | .....   | 100    | 164    | .....  |
| Philadelphia.....             | 238     | 160    | 298    | 20     |
| Baltimore.....                | 791     | 81     | 182    | 6      |
| Newport News.....             | .....   | .....  | .....  | .....  |
| Norfolk.....                  | 45      | 5      | 2      | .....  |
| Mar. 2, 1935.....             | 62,769  | 28,160 | 19,443 | 11,516 |
| Feb. 23, 1935.....            | 66,098  | 29,882 | 19,526 | 11,923 |
| Mar. 3, 1934.....             | 104,554 | 68,384 | 42,307 | 13,362 |

## Canadian Grain Stocks

The available grain stocks in Canada March 2, 1935, follow, with comparisons:

|  | Wheat   | Corn  | Oats   | Barley |
|--|---------|-------|--------|--------|
| Montreal.....                          | 5,526   | ..... | 403    | 1,052  |
| Churchill.....                         | 2,389   | ..... | .....  | .....  |
| Country Elevators.....                 | 68,568  | ..... | 7,747  | 2,857  |
| Int. Term. Elevators.....              | 2,694   | ..... | 590    | 371    |
| Int. Private & Mfg. Elevators.....     | 6,986   | ..... | 1,136  | 1,750  |
| Ft. William and Pt. Arthur.....        | 60,128  | ..... | 2,617  | 3,433  |
| Canadian Afloat.....                   | 3,315   | ..... | 279    | 524    |
| Victoria.....                          | 927     | ..... | .....  | .....  |
| Vancouver.....                         | 11,690  | ..... | 761    | 280    |
| Prince Rupert.....                     | 720     | ..... | .....  | .....  |
| Bonded grain in the United States..... | 17,134  | ..... | .....  | 1,180  |
| Other Canadian.....                    | 25,438  | ..... | 1,705  | 644    |
| Mar. 2, 1935.....                      | 235,515 | ..... | 15,239 | 11,349 |
| Feb. 23, 1935.....                     | 235,981 | ..... | 15,100 | 11,361 |
| Mar. 3, 1934.....                      | 227,060 | ..... | 18,329 | 10,737 |

The Montreal, Fort William and Port Arthur and bonded grain totals are furnished by the New York Produce Exchange and Chicago Board of Trade. The other Canadian totals are telegraphed to DUN & BRADSTREET, INC., by the Agricultural Branch of the Dominion Bureau of Statistics of Ottawa.

## Pacific Coast Wheat Stocks

|                    | Mar. 2, 1935 | Feb. 23, 1935 |
|--------------------|--------------|---------------|
| Portland, Ore..... | 2,782,000    | 2,922,000     |
| Tacoma, Wash.....  | 874,000      | 924,000       |
| Seattle, Wash..... | 990,000      | 924,000       |
| Total.....         | 4,646,000    | 4,770,000     |



# COMMERCE AND FINANCE

## FINANCIAL STATISTICS

|  | Feb.,<br>1935 | Feb.,<br>1934   | Ch'ge<br>P. Ct. | Jan.,<br>1935 | Ch'ge<br>P. Ct. |
|--|---------------|-----------------|-----------------|---------------|-----------------|
| Bank clearings, N. Y.                  |               |                 |                 |               |                 |
| City (\$)                              | 12,851,957    | 13,409,002      | - 4.8           | 16,206,525    | - 20.7          |
| Bank debits, N. Y.                     |               |                 |                 |               |                 |
| City (\$)                              | 12,548,668    | 13,231,458      | - 5.2           | 14,997,490    | - 16.3          |
| Bank debits, U. S. (\$)                | 25,729,850    | 25,015,292      | + 2.9           | 30,062,803    | - 14.4          |
| Bond sales, N. Y. Curb                 | 62,474,674    | 75,419,641      | - 17.2          | 79,727,293    | - 21.6          |
| Exchange (\$)                          | 95,218,000    | 109,335,000     | - 12.9          | 109,130,000   | - 12.7          |
| Bond sales, N. Y. Stock                |               |                 |                 |               |                 |
| Exchange (\$)                          | 224,268,000   | 384,503,700     | - 41.7          | 332,540,800   | - 32.6          |
| Corporate issues (\$)                  | 5,525,000     | 405,000+1,864.2 |                 | 42,262,750    | - 86.9          |
| Failures, number                       | 1,005         | 1,049           | - 4.2           | 1,184         | - 15.1          |
| Stock sales, N. Y. Curb                |               |                 |                 |               |                 |
| Exchange (shares)                      | 2,924,799     | 9,193,565       | - 68.2          | 3,641,184     | - 19.7          |
| Stock sales, N. Y. Stock               |               |                 |                 |               |                 |
| Exchange (shares)                      | 14,404,225    | 56,834,010      | - 74.7          | 19,409,752    | - 25.8          |
|  | Jan.,<br>1935 | Jan.,<br>1934   | Ch'ge<br>P. Ct. | Dec.,<br>1934 | Ch'ge<br>P. Ct. |
| Automobile financing, re-<br>tail (\$) | 48,789,120    | 33,124,069      | + 32.2          | 55,303,319    | - 20.8          |
| Auto, financing, whole-<br>sale (\$)   | 36,530,495    | 16,572,650      | + 120.4         | 29,729,762    | + 22.9          |
| Fire losses (\$)                       | 23,430,504    | 28,002,583      | - 16.3          | 23,895,879    | - 1.9           |
| Foreign Trade, U. S.                   |               |                 |                 |               |                 |
| Exports (\$)                           | 176,223,000   | 172,220,000     | + 2.3           | 170,673,000   | + 3.3           |
| Imports (\$)                           | 167,006,000   | 135,706,000     | + 23.1          | 132,252,000   | + 26.3          |
| Life insurance, sales (\$)             | 824,903,000   | 665,457,000     | + 24.0          | 838,576,000   | - 1.6           |
| Ry. earnings, gross (\$)               | 264,213,172   | 258,014,517     | + 2.4           | 257,505,761   | + 2.6           |
| Ry. earnings, net oper.<br>income (\$) | 21,348,557    | 31,058,275      | - 31.3          | 38,729,833    | - 44.9          |

\* Three cyphers omitted. † Dun & Bradstreet, Inc. ‡ Journal of Commerce.  
§ December and corresponding months.

## SHIPMENTS AND CONSUMPTION (Continued)

|  | Jan.,<br>1935 | Jan.,<br>1934 | Ch'ge<br>P. Ct. | Dec.,<br>1934 | Ch'ge<br>P. Ct. |
|--|---------------|---------------|-----------------|---------------|-----------------|
| Newsprint, U. S. & Can-<br>ada (tons)        | 255,727       | 266,951       | - 4.2           | 341,020       | - 25.0          |
| Oil-burners (no.)                            | 5,445         | 3,439         | + 58.3          | 8,859         | - 38.5          |
| Paints & var., sales (\$)                    | 21,528,830    | 20,600,562    | + 4.5           | 16,514,918    | + 30.4          |
| Paperboard (tons)                            | 188,924       | 167,436       | + 12.8          | 211,019       | - 10.5          |
| Petroleum, crude, runs-<br>to-stills (bbls.) | 75,456,000    | 71,512,000    | + 5.5           | 76,593,000    | - 1.5           |
| Pneumatic casings                            | 3,198,552     | 3,531,121     | - 12.0          | 3,191,102     | - 2.6           |
| Prep. roofing (squares)                      | 1,299,140     | 829,738       | + 56.7          | 1,871,401     | - 30.6          |
| Range boilers (no.)                          | 64,904        | 38,540        | + 68.4          | 37,471        | + 73.2          |
| Rubber, cr., cons. (tons)                    | 47,103        | 39,284        | + 19.9          | 36,662        | + 28.5          |
| Steel barrels                                | 438,334       | 706,347       | - 37.9          | 424,233       | + 3.3           |
| Steel sheets, ship. (short<br>tons)          | 205,915       | 130,878       | + 57.3          | 141,566       | + 45.5          |
| Sulph. acid, cons. (tons)                    | 162,658       | 161,500       | + 0.7           | 162,268       | - 6.8           |
| Waste paper (consump.)<br>(tons)             | 168,375       | 147,592       | + 14.1          | 196,461       | - 14.3          |
| Wool consump., weekly<br>average (lbs.)      | 5,549,000     |               |                 | 4,428,000     | + 25.3          |

§ December and corresponding months.

## STOCKS ON HAND AT END OF MONTH

|  | Feb.,<br>1935 | Feb.,<br>1934 | Ch'ge<br>P. Ct. | Jan.,<br>1935 | Ch'ge<br>P. Ct. |
|--|---------------|---------------|-----------------|---------------|-----------------|
| Silk, raw (bales)                            | 48,727        | 74,607        | - 34.7          | 48,516        | + 0.4           |
| Tin, world's visible sup-<br>ply (long tons) | 19,652        | 21,694        | - 9.4           | 14,694        | + 33.7          |
| Zinc (tons)                                  | 118,075       | 109,792       | + 7.5           | 119,906       | - 1.5           |
|  | Jan.,<br>1935 | Jan.,<br>1934 | Ch'ge<br>P. Ct. | Dec.,<br>1934 | Ch'ge<br>P. Ct. |
| Bathroom access. (pcs.)                      | 302,358       | 281,342       | + 7.5           | 298,602       | + 1.9           |
| Vitreous clay                                | 61,397        | 75,307        | - 19.1          | 61,870        | - 0.8           |
| Cement (bbls.)                               | 21,816,000    | 19,547,000    | + 11.6          | 21,460,000    | + 1.7           |
| Coal, anth. and bit., ind.<br>stocks (tons)  | 30,300,000    | 29,664,000    | + 2.1           | 32,529,000    | - 6.9           |
| Coke, by-product (tons)                      | 3,129,278     | 2,346,617     | + 33.4          | 3,417,728     | - 8.4           |
| Cotton, ex. lint. (bales)                    | 1,193,748     | 1,605,729     | - 25.7          | 1,299,554     | - 8.1           |
| In mfg. plants                               | 8,964,280     | 9,496,091     | - 5.6           | 9,640,558     | - 7.0           |
| In warehouses                                | 33,224,000    | 37,774,000    | - 12.0          | 28,027,000    | + 18.5          |
| Lead, refined (tons)                         | 231,993       | 207,674       | + 11.7          | 235,457       | - 1.5           |
| Newsprint, U. S. & Can-<br>ada (tons)        | 69,209        | 59,388        | + 16.5          | 42,794        | + 61.7          |
| Oil-burners (no.)                            | 12,136        | 13,684        | - 11.3          | 11,033        | + 10.0          |
| Paperboard (tons)                            | 74,014        | 75,669        | - 2.2           | 75,865        | - 2.4           |
| Petroleum, crude, excl.<br>Calif. (bbls.)    | 293,226,000   | 311,659,000   | - 5.9           | 292,810,000   | + 0.1           |
| Porcelain plumbing fix-<br>tures (pieces)    | 9,660         | 9,162         | + 5.4           | 9,703         | - 0.4           |
| Pneumatic casings                            | 9,454,985     | 8,888,070     | + 6.4           | 8,778,989     | + 7.7           |
| Range boilers (no.)                          | 30,643        | 38,823        | - 21.1          | 35,446        | - 13.6          |
| Rubber, U. S. & Afrot<br>(long tons)         | 388,150       | 416,747       | - 6.9           | 400,276       | - 3.0           |
| Steel barrels                                | 29,338        | 41,758        | - 29.3          | 30,230        | - 3.0           |
| Steel sheets (sh. tons)                      | 105,182       | 106,310       | - 1.1           | 104,720       | + 0.4           |
| Sulphuric acid (tons)                        | 111,397       | 104,465       | + 6.6           | 117,036       | - 4.8           |
| Waste paper (tons)                           | 243,692       | 196,563       | + 24.0          | 254,705       | - 4.3           |

§ December and corresponding months.

## GOVERNMENT STATISTICS

|                              | Jan. 31, 1935  | Jan. 31, 1934  | Dec. 31, 1934  |
|------------------------------|----------------|----------------|----------------|
| Money in circ., U. S. (\$)   | 5,380,428,959  | 5,288,755,930  | 5,535,871,557  |
| Population                   | 126,852,000    | 126,120,000    | 126,791,000    |
| Per capita (\$)              | 42.42          | 41.93          | 43.66          |
| Gen. stock money, U. S. (\$) | 14,202,923,305 | 9,745,189,152  | 14,306,819,806 |
|                              | Feb. 28, 1935  | Feb. 28, 1934  | Jan. 31, 1935  |
| Debt, gross, U. S. (\$)      | 28,525,994,303 | 26,052,375,585 | 28,475,842,047 |
| United States:               |                |                |                |
| Receipts, ordinary (\$)      | 214,128,139    | 205,749,790    | 202,801,477    |
| Expenditures, ord. (\$)      | 246,753,409    | 187,998,294    | 216,313,393    |
| Expenditures, emerg. (\$)    | 251,624,049    | 447,323,562    | 252,226,602    |

## MONTHLY INDEX NUMBERS

Price Index Numbers (Wholesale)

|                            | Base Mar. 1,<br>Year 1935 | Feb. 1,<br>1935 | Jan. 1,<br>1935 | Same<br>month<br>1934 |
|----------------------------|---------------------------|-----------------|-----------------|-----------------------|
| DUN'S                      | \$176.806                 | \$176.770       | \$173.075       | \$165.026             |
| BRADSTREET'S               | \$9.7954                  | \$9.7800        | \$9.4925        | \$9.2767              |
| U. S. Bureau of Labor      | 1926                      | 124.3           | 78.8            | 72.2                  |
| Annalist                   | 1913                      | 124.3           | 122.8           | 108.1                 |
| Canada (Dom. Bureau)       | 1926                      | 72.0            | 71.5            | 71.2                  |
|                            | Jan.,<br>1935             | Dec.,<br>1934   | Nov.,<br>1934   | Jan.,<br>1935         |
| U. K. (Board of Trade)     | 1930                      | 88.3            | 87.8            | 88.8                  |
| U. K. (Economist)          | 1913                      | 91.6            | 90.4            | 90.4                  |
| U. K. (Statist)            | 1913                      | 98.4            | 97.4            | 97.1                  |
| France (Stat. Gen.)        | 1913                      | 349             | 344             | 405                   |
| Italy (Bachi)              | 1913                      | 277             | 278             | 284                   |
| Germany (Official)         | 1913                      | 101.0           | 101.0           | 96.3                  |
| Belgium                    | 1914                      | 458             | 466             | 484                   |
| Denmark (Official)         | 1913                      | 135             | 136             | 129                   |
| Norway                     | 1913                      | 125             | 126             | 122                   |
| Sweden                     | 1913                      | 115             | 115             | 110                   |
| Holland                    | 1913                      | 77              | 77              | 79                    |
| Japan (Oriental Economist) | 1913                      | 173.9           | 171.9           | 157.5                 |
| China (Shanghai)           | 1926                      | 90.0            | 98.3            | 97.2                  |

† Average over previous month.

## SHIPMENTS AND CONSUMPTION

|  | Feb.,<br>1935 | Feb.,<br>1934 | Ch'ge<br>P. Ct. | Jan.,<br>1935 | Ch'ge<br>P. Ct. |
|--|---------------|---------------|-----------------|---------------|-----------------|
| Silk consumption (bales)                   | 41,732        | 39,021        | + 6.9           | 47,443        | - 12.0          |
| Steel shipments (tons)                     | 583,137       | 385,500       | + 51.3          | 594,055       | - 9.2           |
| Tin, deliveries U. S.<br>(long tons)       | 3,905         | 2,940         | + 32.8          | 4,600         | - 15.1          |
| Zinc, shipments (tons)                     | 34,903        | 32,485        | + 7.4           | 35,538        | - 1.8           |
|  | Jan.,<br>1935 | Jan.,<br>1934 | Ch'ge<br>P. Ct. | Dec.,<br>1934 | Ch'ge<br>P. Ct. |
| Anthracite, ship. (tons)                   | 5,070,658     | 5,189,480     | - 2.3           | 4,213,647     | + 20.3          |
| Babbitt met., sales (lbs.)                 | 1,992,763     | 1,838,655     | + 8.4           | 1,622,405     | + 22.8          |
| Carloading (cars)                          | 2,429,800     | 2,359,600     | + 3.0           | 2,301,100     | + 5.6           |
| Cement, ship. (bbls.)                      | 2,846,000     | 3,778,000     | - 24.7          | 3,104,000     | - 8.3           |
| Coal, anth. and bit., ind.<br>cons. (tons) | 27,107,000    | 24,400,000    | + 11.1          | 24,887,000    | - 8.9           |
| Cotton cons. (bales)                       | 546,787       | 508,021       | + 7.6           | 413,535       | + 32.2          |
| Gasoline cons. (bbls.)                     | 28,062,000    | 29,416,000    | - 4.6           | 30,486,000    | - 8.0           |
| Lead, refined (tons)                       | 34,164        | 33,911        | + 0.7           | 34,680        | - 1.5           |
| Malleable castings (tons)                  | 41,182        | 26,642        | + 54.6          | 29,593        | + 39.2          |

# THE TREND OF PRICES

THE sharp advances scored by most commodities on the delayed announcement of the gold clause interpretation were followed by a reaction which cancelled nearly all of the gains, leaving the indices almost unchanged.

## Dun & Bradstreet Up Slightly

The Dun & Bradstreet Monthly Commodity Price Index stood at \$9.7954 on March 1, as compared with \$9.7800 on February 1, an increase of only 0.16 per cent. This improvement, though small, held the index at a new high since December 1, 1930.

|                        | Mar. 1,<br>1935 | Feb. 1,<br>1935 | Mar. 1,<br>1934 |
|------------------------|-----------------|-----------------|-----------------|
| Breadstuffs .....      | \$0.1213        | \$0.1209        | \$0.1020        |
| Livestock .....        | .3825           | .2875           | .2513           |
| Provisions .....       | 2.7890          | 2.7777          | 2.2408          |
| Fruits .....           | .2076           | .2138           | .2401           |
| Hides and Leather ..   | .8413           | .8413           | .8625           |
| Textiles .....         | 2.7421          | 2.7518          | 2.8102          |
| Metals .....           | .7290           | .7620           | .7644           |
| Coal and Coke .....    | .0116           | .0116           | .0109           |
| Oils .....             | .5400           | .5301           | .4788           |
| Naval Stores .....     | .1349           | .1355           | .1443           |
| Building Materials ..  | .1072           | .1080           | .1135           |
| Chemicals and Drugs .. | .8478           | .8478           | .8499           |
| Miscellaneous .....    | .3911           | .3920           | .3940           |
| Total .....            | \$9.7954        | \$9.7800        | \$9.2627        |

From the low point of the depression at \$6.3523 on March 1, 1933, exactly two years ago, the index has advanced 54.2 per cent. The gain over March 1, 1934, was 5.8 per cent.

## Small Gain for Dun's

Although the gain for the month was held to 3.6 cents, or 0.02 per cent, Dun's Index Number of Wholesale Commodity Prices on March 1 was lifted to \$176.806, the highest position recorded for any month since May 1, 1930. While the advance over March 1, 1934, was only 7.14 per cent, it made the twenty-third consecutive month that the index held above the previous year's.

|                   | Mar. 1,<br>1935 | Feb. 1,<br>1935 | Jan. 1,<br>1935 | Mar. 1,<br>1934 |
|-------------------|-----------------|-----------------|-----------------|-----------------|
| Breadstuffs ..    | \$28.710        | \$28.883        | \$29.470        | \$21.196        |
| Meat .....        | 21.371          | 20.258          | 16.936          | 11.544          |
| Dairy & Garden .. | 18.819          | 20.088          | 19.500          | 23.211          |
| Other Food .....  | 17.293          | 17.232          | 17.183          | 17.436          |
| Clothing .....    | 27.419          | 27.760          | 27.579          | 29.840          |
| Metals .....      | 23.820          | 23.615          | 23.321          | 23.852          |
| Miscellaneous ..  | 39.374          | 39.434          | 39.086          | 37.947          |
| Total .....       | \$176.806       | \$176.770       | \$173.075       | \$165.026       |

## Weekly Index Down for Month

After rising to \$2.76 for the period ended February 12, which represented a four-and-a-half-year peak, as it was the highest level attained since September 18, 1930, the Weekly Food Index reflected the reactionary trend of prices during the balance of the month. The steady lowering carried the index down to \$2.68 by March 5, which was below the position of a month earlier, and represented a drop of 2.9 per cent in three weeks. Comparison with the like period of 1934, however, showed a gain of 24.7 per cent.

|              | 1935   | 1934   | 1933   | 1932   | 1931   |
|--------------|--------|--------|--------|--------|--------|
| Mar. 5.....  | \$2.68 | \$2.15 | \$1.53 | \$1.79 | \$2.35 |
| Feb. 26..... | 2.70   | 2.15   | 1.49   | 1.79   | 2.33   |
| Feb. 19..... | 2.75   | 2.14   | 1.51   | 1.81   | 2.33   |
| Feb. 12..... | 2.76   | 2.11   | 1.51   | 1.80   | 2.36   |
| Feb. 5.....  | 2.73   | 2.08   | 1.51   | 1.80   | 2.36   |

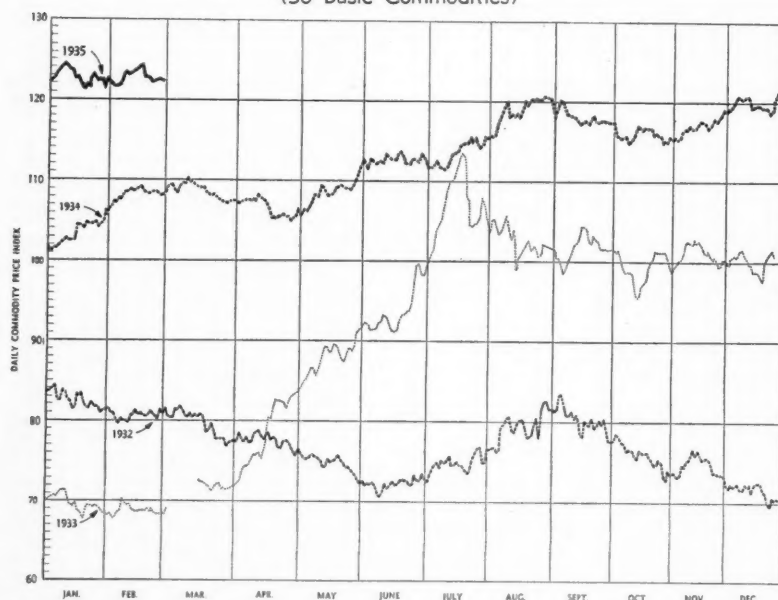
## Daily Index Steady

The Daily Weighted Price Index fluctuated greatly during February, reaching the year's high of 124.27 on the 18th. The closing figure, however, practically was unchanged from the February 1 index of 122.24. During the final week of the month, the index dropped from 122.77 to 122.21, following the abrupt rise of the week preceding, but still was up 12.5 per cent from a year earlier.

| 1935            | 1934            |
|-----------------|-----------------|
| Feb. 28 122.21  | Mar. 1 108.59   |
| Feb. 27 122.63  | Feb. 28 108.60  |
| Feb. 26 122.16  | Feb. 27 108.13  |
| Feb. 25 122.11  | Feb. 26 108.12  |
| Feb. 23 122.09  | Feb. 24 108.64  |
| Feb. 22 Holiday | Feb. 23 108.65  |
| Feb. 21 122.77  | Feb. 22 Holiday |
| Feb. 20 122.82  | Feb. 21 108.75  |
| Feb. 19 122.81  | Feb. 20 109.19  |
| Feb. 18 124.27  | Feb. 19 109.19  |
| Feb. 16 124.00  | Feb. 17 109.22  |
| Feb. 15 123.92  | Feb. 16 109.30  |
| Feb. 14 123.61  | Feb. 15 109.00  |
| Feb. 13 123.28  | Feb. 14 108.97  |
| Feb. 12 Holiday | Feb. 13 109.03  |
| Feb. 11 123.08  | Feb. 12 Holiday |
| Feb. 9 123.46   | Feb. 10 108.82  |
| Feb. 8 123.23   | Feb. 9 108.35   |
| Feb. 7 122.20   | Feb. 8 108.16   |
| Feb. 6 121.80   | Feb. 7 107.66   |
| Feb. 5 121.85   | Feb. 6 107.71   |
| Feb. 4 121.84   | Feb. 5 107.24   |
| Feb. 2 122.08   | Feb. 3 107.17   |
| Feb. 1 122.24   | Feb. 2 106.62   |

|        | HIGH           | Low           |
|--------|----------------|---------------|
| 1935.. | 124.27 Feb. 18 | 121.03 Jan. 2 |
| 1934.. | 121.58 Dec. 31 | 101.05 Jan. 3 |
| 1933.. | 113.52 July 18 | 67.86 Jan. 20 |
| 1932.. | 84.41 Jan. 7   | 69.55 Dec. 24 |

DUN & BRADSTREET DAILY WEIGHTED PRICE INDEX  
(30 Basic Commodities)



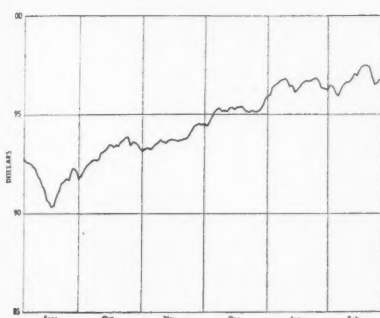
In spite of the wide fluctuations which have marked the course of the Daily Weighted Price Index since March, 1933, the irregular uptrend brought it to a new peak on February 18, when 124.27 was reached. In the reaction which followed, it was lowered to 122.21 by February 28, about where it was a month earlier.

# LIGHTEST FEBRUARY TRADING IN STOCKS SINCE 1921

by GEORGE RAMBLES

**M**ARKETS for securities in this country were affected to an extraordinary degree during February by the Supreme Court opinions on the gold clause suits. The problems involved in the five cases which the Court heard in January and held under advisement for more than a month, dominated all financial transactions until the opinions were handed down February 18.

BOND PRICES \*



(\*) Based on statistics compiled by Dow, Jones & Co., publishers of "The Wall Street Journal."

Immediately following the gold clause decision, highest grade bonds mounted slowly but steadily, and numerous new highs since issuance were recorded.

Since the opinions did little more than continue the status quo, far-reaching consequences were lacking, and the markets settled into a dull routine during the last ten days of the month. The main trend of quotations was downward in almost all types of securities, with the exception of highest grade bonds, while the volume of trading was exceptionally small.

Tense expectancy prevailed in the financial markets while the Court opinions were awaited. The claims for payment of a higher number of devalued dollars on contracts containing the gold clause involved obligations aggregating more than \$100,000,000, and the Administration in Washington made extensive pre-

parations to prevent panic in the event of an adverse decision on the constitutionality of the gold clause abrogation resolution under litigation. The stock and bond markets awaited the decisions with impatience, and trading dwindled almost to the vanishing point in the meantime.

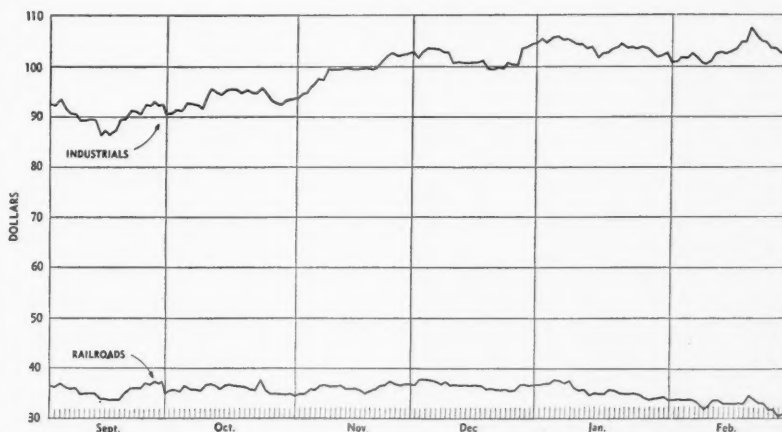
As it turned out, the preparations were needless, for the Supreme Court, in substance, favored the Administration, even though the resolution was held unconstitutional in so far as obligations of the United States Government itself are concerned. The Court pointed out, however, that claimants had failed to prove damage, and it was added that the Court of Claims could not consider cases involving the gold clause. On the private suits, the issuers of gold clause bonds were sustained, while on the suits involving United States Government securities access to the courts was denied. This left matters much as they were before the litigation gained prominence.

Stock prices on the New York Stock Exchange slowly backed and filled while the Court's decisions were awaited, and equity trading fell to less than 500,000 shares in the full sessions. The opinions upholding the Government, however, were followed by a wave of buying on February 18, which made that session the most active and cheerful of the month. Close to 2,000,000 shares were turned over in that period and prices of all types of stocks mounted sharply.

This improvement was short-lived, as prices promptly started to recede on February 19 and the movement continued with only minor interruptions during the rest of the month. Railroad securities were weaker than others.

Because of the various adverse circumstances, turnover in stocks on the New York Stock Exchange during February amounted only to 14,404,000 shares, which is the lightest trading since last September and the smallest aggregate for any February since 1921.

STOCK PRICES \*



(\*) Based on statistics compiled by Dow, Jones & Co., publishers of "The Wall Street Journal."

The spurt following the ruling on the gold clause suits was short-lived, as prices started to recede on February 19 and continued mainly downward to the close. Railroad issues were weaker than the others.



# INTERNATIONAL MONEY MARKETS

**D**ISCONCERTING incidents marked the course of the foreign exchange markets during February, and again illustrated the need for some measure of practical or legal stabilization of the chief anchorless currency units. Until the gold clause suit opinions of the United States Supreme Court were handed down on February 18, increasingly rigid regulation of foreign exchange was found necessary in this country.

Thereafter, the control was relaxed to some degree. A sharp decline of sterling exchange, however, in relation to both the dollar and the European gold currencies unsettled all markets and introduced most pointedly the question of a currency struggle involving the entire world.

The two phases of the international money markets in February were quite distinct, even though the fall of sterling followed rapidly the restoration of relative stability regarding the

United States dollar. Early in the month much uncertainty was felt concerning the Supreme Court opinions and their possible effects on the Administration's currency policy.

Notwithstanding intimations at Washington that upward revaluation of the dollar would not necessarily be implied in a majority opinion against the Government on the gold clause suits, funds continued to flow to the United States from the leading European countries in amounts that reflected a desire to pay commitments in the current dollar before any upward revaluation could take place.

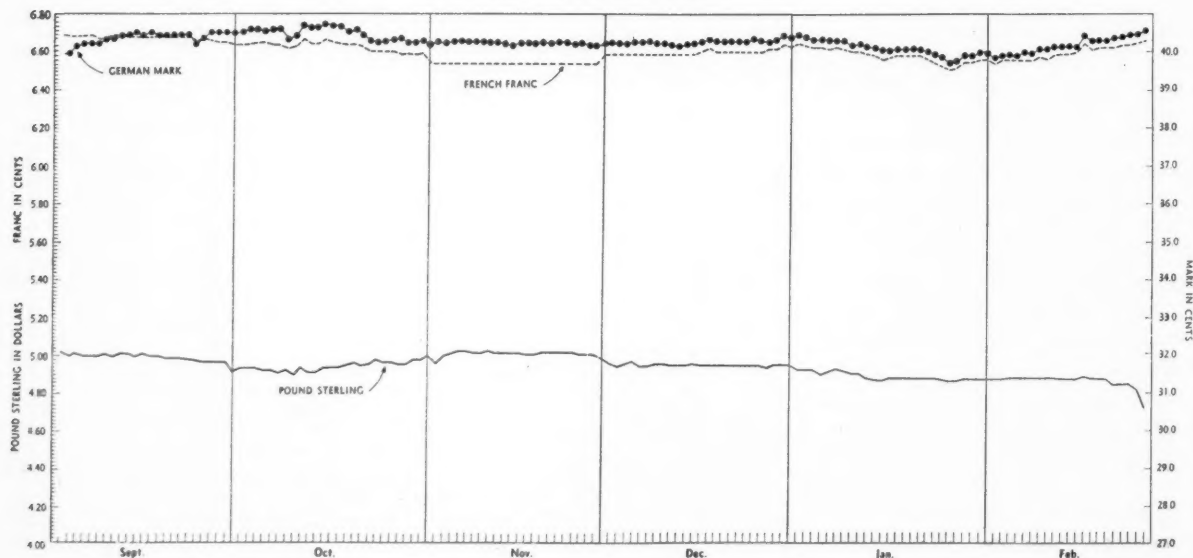
Gold units, such as the French and Swiss francs, belgas and guilders, were persistently weak in this situation. Until the day the Supreme Court majority held for the Administration in the main points of its monetary policy, these gold units remained under the lower gold points and a continued heavy flow of gold to this

country was found necessary to offset the pressure.

The pressure on the gold units of Europe relaxed instantly, when the Supreme Court majority virtually shut the door to claims for higher payment in present dollars on gold clause contracts made before the gold clause abrogation resolution was passed on June 5, 1933. This was accepted as an assurance that the United States Government will refrain, at least for the time being, from further tampering with the nominal gold value of the dollar and the international flow of funds became routine. The gold units moved up to levels that required no gold shipments either way, while sterling exchange advanced a few cents to \$4.90.

Almost immediately, sterling exchange started on a toboggan that did not end in February but continued into March, and the significance of that development received the most careful study

THE DOLLAR ABROAD



Almost immediately following the gold clause decision, sterling exchange started on a toboggan which did not end in February but continued into March. The pound was exceptionally weak in relation to the French franc dropping to the lowest level in history early in March, while the rate against the dollar fell to \$4.75.

everywhere. Quotations for gold and silver metal were marked steadily upward in the London market, which is another way of saying that the international value of the pound sterling declined.

The pound was exceptionally weak in relation to the French franc, but it dropped almost as sharply in relation to the United States dollar, which the Chancellor of the Exchequer described as on a gold basis, last December. As measured in the franc, sterling dropped to the lowest level in history early in March, while the rate

against the dollar fell to \$4.75 and even less. This movement of sterling caused apprehensions in all countries.

Sterling exchange normally is firm at this season of the year, and the conclusion therefore was drawn in most informed quarters that the decline was deliberate. It also was pointed out, however, that recent collapses of commodity speculative bubbles in the London market may have occasioned an undue pressure on sterling, which the British Exchange Equalization Fund con-

sidered it inadvisable to control for the time being.

Although currency problems became ever more difficult during February, it remains true that at least one step toward the normal was taken. The Brazilian Government announced an almost complete liberalization of its foreign exchange market from official control, soon after a new reciprocal trade treaty was signed with the United States. Other exchange and currency developments last month were routine and in accordance with expectations.

# DAILY CLOSING QUOTATIONS OF FOREIGN EXCHANGE (BANKERS' BILLS) IN THE NEW YORK MARKET DURING FEBRUARY, 1935

| Country and Par                            | Fri.<br>Feb. 1 | Sat.<br>Feb. 2 | Mon.<br>Feb. 3 | Tues.<br>Feb. 4 | Wed.<br>Feb. 5 | Thurs.<br>Feb. 6 | Fri.<br>Feb. 7 | Sat.<br>Feb. 8 | Mon.<br>Feb. 9 | Tues.<br>Feb. 10 | Wed.<br>Feb. 11 | Thurs.<br>Feb. 12 | Fri.<br>Feb. 13 | Sat.<br>Feb. 14 |
|--|----------------|----------------|----------------|-----------------|----------------|------------------|----------------|----------------|----------------|------------------|-----------------|-------------------|-----------------|-----------------|
| England, checks (Pound \$8.2397).....      | 4.87%          | 4.87%          | 4.87%          | 4.87%           | 4.88%          | 4.88%            | 4.88%          | 4.88%          | 4.88%          | 4.88%            | 4.88%           | 4.88%             | 4.88%           | 4.87%           |
| England, cables (Pound \$8.2397).....      | 4.87%          | 4.87%          | 4.87%          | 4.87%           | 4.88%          | 4.88%            | 4.88%          | 4.88%          | 4.88%          | 4.88%            | 4.88%           | 4.88%             | 4.88%           | 4.87%           |
| France, checks (Franc 6.6335c).....        | 6.56           | 6.54           | 6.55           | 6.56            | 6.56           | 6.56             | 6.56           | 6.56           | 6.56           | 6.57             | 6.57            | 6.59              | 6.59            | 6.59            |
| France, cables (Franc 6.6335c).....        | 6.56%          | 6.54%          | 6.55           | 6.55%           | 6.56%          | 6.56%            | 6.56%          | 6.56%          | 6.56%          | 6.57%            | 6.57%           | 6.59%             | 6.59%           | 6.59%           |
| Germany, checks (Mark 40.33c).....         | 39.96          | 39.86          | 39.91          | 39.94           | 39.93          | 39.98            | 39.95          | 40.07          | 40.04          | 40.12            | 40.13           | 40.14             | 40.15           | 40.15           |
| Germany, cables (Mark 40.33c).....         | 39.98          | 39.88          | 39.93          | 39.96           | 39.95          | 40.00            | 39.99          | 40.05          | 40.06          | 40.14            | 40.15           | 40.16             | 40.17           | 40.17           |
| Belgium, checks (Belga 23.542c).....       | 23.22%         | 23.17          | 23.21          | 23.22           | 23.22%         | 23.23            | 23.24          | 23.25          | 23.26          | 23.27            | 23.28           | 23.29             | 23.30           | 23.31           |
| Belgium, cables (Belga 23.542c).....       | 23.23          | 23.17%         | 23.21%         | 23.22%          | 23.23          | 23.24            | 23.25          | 23.26          | 23.27          | 23.28            | 23.29           | 23.30             | 23.31           | 23.32           |
| Holland, checks (Guilder 68.056c).....     | 67.28          | 67.12          | 67.20          | 67.28           | 67.22          | 67.27            | 67.26          | 67.39          | 67.34          | 67.49            | 67.51           | 67.53             | 67.55           | 67.55           |
| Holland, cables (Guilder 68.056c).....     | 67.32          | 67.16          | 67.24          | 67.30           | 67.26          | 67.31            | 67.30          | 67.43          | 67.38          | 67.53            | 67.55           | 67.57             | 67.59           | 67.59           |
| Czechoslovakia, checks (Crown 4.18c).....  | 4.15%          | 4.14%          | 4.16           | 4.16            | 4.16           | 4.16%            | 4.16%          | 4.17           | 4.16%          | 4.18             | 4.17%           | 4.18              | 4.18            | 4.18            |
| Czechoslovakia, cables (Crown 4.18c).....  | 4.16           | 4.15           | 4.16%          | 4.16%           | 4.16%          | 4.16%            | 4.16%          | 4.17%          | 4.17           | 4.18             | 4.17%           | 4.18              | 4.18            | 4.18            |
| Switzerland, checks (Franc 32.67c).....    | 32.21%         | 32.13          | 32.19          | 32.20%          | 32.21%         | 32.23            | 32.24          | 32.25          | 32.26          | 32.27            | 32.28           | 32.29             | 32.30           | 32.31           |
| Switzerland, cables (Franc 32.67c).....    | 32.22          | 32.13%         | 32.19%         | 32.21           | 32.22          | 32.23            | 32.24          | 32.25          | 32.26          | 32.27            | 32.28           | 32.29             | 32.30           | 32.31           |
| Italy, checks (Lira 8.911c).....           | 8.47           | 8.43%          | 8.43%          | 8.42%           | 8.44           | 8.45%            | 8.47%          | 8.48%          | 8.47%          | 8.49             | 8.49%           | 8.49              | 8.49            | 8.49            |
| Italy, cables (Lira 8.911c).....           | 8.47%          | 8.44           | 8.44%          | 8.43%           | 8.44%          | 8.45%            | 8.47%          | 8.48%          | 8.47%          | 8.49             | 8.49%           | 8.49              | 8.49            | 8.49            |
| Spain, checks (Peseta 32.67c).....         | 13.59          | 13.56          | 13.59          | 13.59           | 13.59          | 13.61            | 13.60%         | 13.63          | 13.62          | 13.66            | 13.66           | 13.67             | 13.67           | 13.67           |
| Spain, cables (Peseta 32.67c).....         | 13.60          | 13.57          | 13.60          | 13.60           | 13.60          | 13.62            | 13.61%         | 13.64          | 13.63          | 13.67            | 13.67           | 13.68             | 13.68           | 13.68           |
| Portugal, checks (Escudo 7.483c).....      | 4.46           | 4.46           | 4.46           | 4.46            | 4.46           | 4.46             | 4.46           | 4.46           | 4.46           | 4.46             | 4.46            | 4.46              | 4.46            | 4.46            |
| Portugal, cables (Escudo 7.483c).....      | 4.46           | 4.46           | 4.46           | 4.46            | 4.46           | 4.46             | 4.46           | 4.46           | 4.46           | 4.46             | 4.46            | 4.46              | 4.46            | 4.46            |
| Denmark, checks (Krone 45.374c).....       | 21.75          | 21.74          | 21.77          | 21.80           | 21.81          | 21.80            | 21.79          | 21.82          | 21.81          | 21.79            | 21.78           | 21.79             | 21.78           | 21.78           |
| Denmark, cables (Krone 45.374c).....       | 21.76          | 21.75          | 21.78          | 21.81           | 21.82          | 21.81            | 21.80          | 21.83          | 21.82          | 21.80            | 21.79           | 21.78             | 21.77           | 21.77           |
| Sweden, checks (Krona 45.374c).....        | 25.11          | 25.11          | 25.14          | 25.17           | 25.19          | 25.17%           | 25.15%         | 25.19          | 25.18%         | 25.17            | 25.13%          | 25.17             | 25.13%          | 25.13%          |
| Sweden, cables (Krona 45.374c).....        | 25.12          | 25.12          | 25.15          | 25.18           | 25.20          | 25.18%           | 25.16%         | 25.20          | 25.19%         | 25.18            | 25.14%          | 25.18             | 25.14%          | 25.14%          |
| Norway, checks (Krone 45.374c).....        | 24.47          | 24.47          | 24.50          | 24.53           | 24.55          | 24.53            | 24.52          | 24.55          | 24.54          | 24.53            | 24.51           | 24.53             | 24.51           | 24.51           |
| Norway, cables (Krone 45.374c).....        | 24.48          | 24.48          | 24.51          | 24.54           | 24.56          | 24.54            | 24.53          | 24.56          | 24.55%         | 24.54            | 24.52           | 24.54             | 24.52           | 24.52           |
| Greece, checks (Drachma 2.197c).....       | .93%           | .93%           | .93%           | .93%            | .93%           | .93%             | .93%           | .93%           | .93%           | .93%             | .93%            | .93%              | .93%            | .93%            |
| Greece, cables (Drachma 2.197c).....       | .93            | .93            | .93            | .93             | .93%           | .93%             | .93%           | .93%           | .93%           | .93%             | .93%            | .93%              | .93%            | .93%            |
| Australia, checks (Pound \$8.2397).....    | 3.89%          | 3.89%          | 3.89%          | 3.90%           | 3.90%          | 3.90%            | 3.90%          | 3.90%          | 3.90%          | 3.90             | 3.90            | 3.90              | 3.90            | 3.90            |
| Australia, cables (Pound \$8.2397).....    | 3.89%          | 3.89%          | 3.90           | 3.90%           | 3.90%          | 3.90%            | 3.90%          | 3.90%          | 3.90%          | 3.90%            | 3.90%           | 3.90%             | 3.90%           | 3.90%           |
| Montreal, demand (Dollar \$1.6931).....    | 99.94          | 99.97          | 100.00         | 100.00          | 99.94          | 99.91            | 99.91          | 100.03         | 99.94          | 99.91            | 99.88           | 99.91             | 99.88           | 99.88           |
| Argentina, demand (Paper peso 71.87c)..... | 32.46          | 32.46          | 32.46          | 32.53           | 32.57          | 32.55            | 32.53          | 32.53          | 32.53          | 32.53            | 32.53           | 32.53             | 32.53           | 32.53           |
| Brazil, demand (Paper milreis 20.25c)..... | 8.54%          | 8.54%          | 8.54%          | 8.54%           | 8.54%          | 8.55%            | 8.55%          | 8.55%          | 8.55%          | 8.57             | 8.57            | 8.57              | 8.57            | 8.57            |
| *Chile, demand (Gold peso 5.19c).....      | 5.15           | 5.15           | 5.15           | 5.15            | 5.15           | 5.15             | 5.15           | 5.15           | 5.15           | 5.15             | 5.15            | 5.15              | 5.15            | 5.15            |
| *Mexico, demand (Silver peso 84.398c)..... | 27.82          | 27.82          | 27.82          | 27.82           | 27.82          | 27.82            | 27.82          | 27.82          | 27.82          | 27.82            | 27.82           | 27.82             | 27.82           | 27.82           |
| *Uruguay, demand (Gold peso \$1.751).....  | 80.00          | 80.00          | 80.00          | 80.00           | 80.00          | 80.00            | 80.00          | 80.00          | 80.00          | 80.00            | 80.00           | 80.00             | 80.00           | 80.00           |

\* Nominal quotations † Dollar

# ACTIVITY IN TEXTILES CURTAILED SLIGHTLY

by C. S. WOOLSLEY

**T**EXTILE production was maintained at a high level in February until well after the third week of the month. Sales were light in the unfinished goods division and well below normal. The course of legislation at Washington, the unsatisfactory results of the gold clause decision, and prolonged delay in reorganizing the N.R.A., led to caution in buying all along the line.

The retail movement was good, considering the strenuous weather conditions, one area reporting only five fair days in four weeks and with snow a considerable shopping impediment all the while. Wholesale distribution slowed up noticeably in the last half of the month and this was due, in many instances, to the desire of retailers to cut inventories to the lowest possible point while holding commitments close.

## Output Being Reduced

Activity in rayon and wool goods production continued very high, but there was some falling off in silk and cotton goods divisions. Inability to secure permission from the N.R.A. to regulate production undoubtedly prevented the inauguration of curtailment programs in both silk and cotton manufacturing centers but, as orders were expiring rapidly and renewals were slow, a voluntary cutting down of output was noticeably under way in the last ten days of the month.

Rayon manufacturers closed the month with their production for March engaged to an average of 60 per cent capacity. Silk manufacturers brought about a voluntary understanding to cut production 25 per cent, while a number of cotton mills making plain fine

goods and convertibles of print cloth yarns also entered upon individual plans for stopping looms as orders ran out.

## Men's Lines Active

The clothing trades continued busy. The garment industries handling wool products moved along fairly active and, except for the midseason quiet that usually follows the end of February until the middle of March, the shipments were steady. It is generally expected that retailers will come into the garment markets again in the course of a couple of weeks to complete the stocks wanted for early Spring sale. The movement of goods in chain and catalog houses covering wide territories is stated to have met expectations during the month and promises to hold up steadily unless Government aids are not continued.

Renewals of Spring men's wear orders in small quantities began coming forward at the middle of the month and agents found it

necessary to urge mills in maintaining deliveries on running contracts. The Fall overcoating business started well during the month and some of the larger mills have been booking a better business than a year ago. Mills are so well occupied that as much attention as usual is not being devoted to bringing up samples of Fall suitings.

The new Fall season on those lines soon will be under way. Meanwhile, mills already have been assured that further large Government cloth orders will be in the markets so that the wool industry, as a whole, seems set for continuous employment for many weeks yet.

## Summer Fabrics Sought

While Spring is not much of a season for worsted or woolen dress goods, a very considerable amount of business is on the books for coatings and sportswear and for light-weight women's suitings. The mills engaged on light-weight

**FRANK G. BEEBE**  
President

**SAMUEL J. GRAHAM**  
Sec'y & Treas.

**GIBSON & WESSON, Inc.**

**INSURANCE**

**In All Branches**

**110 William Street**

**NEW YORK**



tropical worsteds or other Summer materials of mixed character are shipping steadily on past orders. Competition from linen suitings is less keen than that from cottons and cotton mixtures.

Clothing manufacturers believe that tropical worsteds will move in larger volume at retail than a year ago, because of new styling and very close prices. The movement of staple Spring suitings at retail bids fair to be relatively large, as mills have not been able to supply fancies promptly, due to late ordering and the refusal of mills to produce in advance of orders.

#### Cotton Goods Slower

Sales of cotton goods for printing and converting were substantially below the rate of production, but shipments on past orders were large and did not begin to fall off until late in the month when accumulations appeared. Efforts to bring on a substantial percentage of curtailment failed, because no permission could be secured promptly from code authorities in Washington, where a reorganization of the N.R.A. has been under way.

In fine combed plain weaves, curtailment of an extensive character was undertaken by several mills voluntarily and stocks are

being held down. It was not until late in the month that heavy goods business began to slow off seriously.

Printed percales fell off in price from  $\frac{1}{2}$ c. to  $\frac{3}{4}$ c. a yard which was substantially greater than any decline in the gray goods division. Printed wash fabrics sold steadily. Novelty wash fabrics and fancies moved into converting and distributing channels steadily, but renewals of orders went forward to mills and finishers rather more slowly than the actual movement of finished goods into cutting and sales channels.

It is the general belief that any quickening in general markets will result in an urgent demand for more merchandise, as the normal Spring wants are far from being supplied. Gingham continue to move freely and all that are being made are being absorbed. Blanket orders were of fair volume. Price irregularity developed early.

#### Rayon Demand Stronger

Rayon fabrics in staple and fancy weaves moved vigorously during the month. It was not until the last week that small converters, lacking in capital, began reselling in small lots sufficient to bring on some hesitation. Danger from this source is being corrected

by the adoption of a plan of 25 per cent curtailment of output in the gray goods division of sheer rayons for printing and converting. New rayon fabrics are attracting buyers everywhere, and the lines branded from the yarn producer to the retail buyer are being greatly favored.

Silks sold well in the first part of the month. In the latter half there was much less activity, especially in some of the printed lines. Handlers of the higher grades of all-silk fabrics did better for the Spring than last year and are at work getting out new styles for Fall.

#### Profit Margins Cut

Throughout the textile industries during the month, there was general and frequent complaint of a lack of profit in trading. Prices were exceedingly close and some of the mills were willing to accept business at levels others could not meet. In mercantile houses, it was found difficult to advance prices.

One very hopeful feature was prominent at the close. The latest news from Washington was to the effect that threats of further extensive strikes would not be carried into action and that the trade has no cause to fear any scarcity of supplies in the Spring rush due to labor troubles at least.

DAILY SPOT MIDDLING COTTON PRICES AT LEADING CENTERS DURING FEBRUARY, 1935  
(Cents Per Pound)

|                   | Fri.<br>Feb. 1  | Sat.<br>Feb. 2  | Mon.<br>Feb. 4  | Tues.<br>Feb. 5  | Wed.<br>Feb. 6  | Thurs.<br>Feb. 7  | Fri.<br>Feb. 8  | Sat.<br>Feb. 9  | Mon.<br>Feb. 11 | Tues.<br>Feb. 12 | Wed.<br>Feb. 13 | Thurs.<br>Feb. 14 |
|-------------------|-----------------|-----------------|-----------------|------------------|-----------------|-------------------|-----------------|-----------------|-----------------|------------------|-----------------|-------------------|
| New Orleans ..... | 12.53           | 12.43           | 12.45           | 12.55            | 12.55           | 12.55             | 12.60           | 12.60           | 12.52 *         | .....            | 12.55           | 12.55             |
| New York .....    | 12.55           | 12.45           | 12.50           | 12.55            | 12.50           | 12.55             | 12.65           | 12.60           | 12.55           | .....            | 12.55           | 12.55             |
| Savannah .....    | 12.52           | 12.51           | 12.45           | 12.54            | 12.51           | 12.53             | 12.63           | 12.59           | 12.52           | .....            | 12.53           | 12.60             |
| Galveston .....   | 12.55           | 12.45           | 12.45           | 12.55            | 12.55           | 12.55             | 12.65           | 12.65           | 12.60           | .....            | 12.60           | 12.60             |
| Memphis .....     | 12.10           | 12.00           | 12.05           | 12.15            | 12.10           | 12.20             | 12.30           | 12.30           | 12.20           | .....            | 12.20           | 12.25             |
| Norfolk .....     | 12.50           | 12.41           | 12.45           | 12.55            | 12.50           | 12.55             | 12.65           | 12.60           | 12.50           | .....            | 12.60           | 12.60             |
| Augusta .....     | 12.52           | 12.52           | 12.56           | 12.64            | 12.59           | 12.65             | 12.71           | 12.69           | 12.63           | .....            | 12.64           | 12.65             |
| Houston .....     | 12.55           | 12.45           | 12.45           | 12.55            | 12.55           | 12.55             | 12.65           | 12.65           | 12.60           | .....            | 12.60           | 12.60             |
| Little Rock ..... | 12.06           | 11.96           | 12.00           | 12.08            | 12.06           | 12.07             | 12.10           | 12.13           | 12.02           | .....            | 12.14           | 12.15             |
| Fort Worth.....   | 12.05           | 11.95           | 12.00           | 12.10            | 12.05           | 12.10             | 12.20           | 12.15           | 12.10           | .....            | 12.10           | 12.10             |
| Dallas .....      | 12.05           | 11.95           | 12.00           | 12.10            | 12.05           | 12.10             | 12.20           | 12.15           | 12.10           | .....            | 12.10           | 12.10             |
|                   | Fri.<br>Feb. 15 | Sat.<br>Feb. 16 | Mon.<br>Feb. 18 | Tues.<br>Feb. 19 | Wed.<br>Feb. 20 | Thurs.<br>Feb. 21 | Fri.<br>Feb. 22 | Sat.<br>Feb. 23 | Mon.<br>Feb. 25 | Tues.<br>Feb. 26 | Wed.<br>Feb. 27 | Thurs.<br>Feb. 28 |
| New Orleans ..... | 12.63           | 12.63           | 12.79           | 12.63            | 12.65           | 12.59 *           | .....           | 12.61           | 12.61           | 12.61            | 12.67           | 12.62             |
| New York .....    | 12.65           | 12.65           | 12.80           | 12.65            | 12.65           | 12.65             | .....           | 12.55           | 12.55           | 12.50            | 12.65           | 12.55             |
| Savannah .....    | 12.73           | 12.72           | 12.88           | 12.74            | 12.74           | 12.72             | .....           | 12.59           | 12.62           | 12.61            | 12.67           | 12.60             |
| Galveston .....   | 12.70           | 12.70           | 12.85           | 12.70            | 12.70           | 12.65             | .....           | 12.55           | 12.55           | 12.55            | 12.60           | 12.55             |
| Memphis .....     | 12.35           | 12.30           | 12.50           | 12.35            | 12.35           | 12.40             | .....           | 12.30           | 12.30           | 12.30            | 12.25           | 12.30             |
| Norfolk .....     | 12.70           | 12.70           | 12.85           | 12.73            | 12.73           | 12.70             | .....           | 12.60           | 12.60           | 12.60            | 12.67           | 12.60             |
| Augusta .....     | 12.74           | 12.83           | 13.01           | 12.88            | 12.88           | 12.85             | .....           | 12.75           | 12.76           | 12.00            | 12.82           | 12.75             |
| Houston .....     | 12.65           | 12.65           | 12.85           | 12.70            | 12.70           | 12.70             | .....           | 12.60           | 12.60           | 12.60            | 12.70           | 12.65             |
| Little Rock ..... | 12.24           | 12.23           | 12.40           | 12.28            | 12.28           | 12.25             | .....           | 12.15           | 12.25           | 12.25            | 12.32           | 12.25             |
| Fort Worth.....   | 12.20           | 12.20           | 12.35           | 12.20            | 12.20           | 12.15             | .....           | 12.05           | 12.05           | 12.00            | 12.25           | 12.15             |
| Dallas .....      | 12.20           | 12.20           | 12.35           | 12.20            | 12.20           | 12.15             | .....           | 12.05           | 12.05           | 12.00            | 12.25           | 12.15             |

\* Holiday

# THE BOOK REVIEW

## STOCK EXCHANGE SECRETS

The life of the Stock Exchange, like that of the nation, is progressive, and a full story never can be told unless a day dawns when Stock Exchange activities no longer are required. That day is not yet, and the passing years but emphasize its importance, and the part it plays in the progress of mankind.

To draw aside the curtain which surrounds the carrying out of Stock Exchange transactions, in order to enable students to master the somewhat intricate details, is the chief concern of this author. An effort has been made to set out facts in a manner which can be understood easily, with specimen forms provided to show how transactions are recorded. The practices of the London Stock Exchange are those mainly outlined, as the Provincial Stock Exchanges follow London closely in matters of routine.

THE BOOK OF THE STOCK EXCHANGE, by F. E. Armstrong. 405 pages. Published by Pitman Publishing Corporation, New York, N. Y. Price \$3.

## CONTROLLING CURRENCY

Although the words "Managed Money" and "Managed Currency" seem to carry a connotation of novelty, and at times one of an almost magic formula, by means of which the purchasing power of money can be kept constant or changed at the discretion of the manager, it is by no means a new invention. In fact, over a century ago, in 1821 to be exact, Sweden employed managed money to avert distortion of the country's price structure.

In order to acquaint the public with the results of the experiences of Sweden in its attempt to prove the efficacy of currency management, the author of this book

points out particularly the developments, which relate to the movement of prices and production, to the credit policy of the Bank of Sweden, and to the foreign exchange and foreign trade phenomena with which the institution has had to deal. The conclusion is reached that stabilization of an index of representative prices does not prevent heavy fluctuations in production and employment.

MANAGED MONEY, by Erik T. H. Kjellstrom. 109 pages. Published by Columbia University Press, New York, N. Y. Price \$1.75.

## GOVERNMENT IN INDUSTRY

"Great economic and social forces," Viscount Morley wrote during another era of convulsive industrial changes, "flow with tidal sweep over communities only half conscious of that which is befalling them. Wise statesmen are those who foresee what time is thus bringing, and try to shape institutions and to mould men's thoughts and purpose in accordance with the change that is silently surrounding them." Much the same situation now prevails with the restraints and limitations on legislative and executive action, from the strain and test of which the "Constitution will emerge either inert and innocuous or with renewed vitality and vigor."

In short, the Constitution now is on trial, according to this author, and the multifarious legislation embraced in the New Deal has provoked questions which will be answered by the decisions of the Supreme Court of the United States from time to time.

Indestructible rights and liberty of the individual versus imperative social and economic justice and necessity form the base of the conflict on which battles now are being fought involving grave issues.

In order to elucidate the causes which led up to the adoption of the National Industrial Recovery Act, and to clarify its objectives, provisions, and administrations, this book has been written from an impartial viewpoint and is entirely free of any controversial aspects. It aims to give the reader the proper relations of the American Constitutional System to the present method of procedure, concluding with a plan for Federal regulation of industry to succeed the N.R.A.

GOVERNMENT RULES INDUSTRY, by Michael F. Gallagher. 241 pages. Published by Oxford University Press, New York, N. Y. Price \$2.

## THE NEW DEAL'S OTHER SIDE

The matured thinking of thirty-five well-known American radicals on the principles, methods, and organization for realistic national progress forms the basis of this criticism of the New Deal. With the common purpose of finding the way to a more abundant life for America, these leaders of thought and action present their reflections on the prevailing state of the nation and examine possible roads into the future.

CHALLENGE TO THE NEW DEAL, by Alfred M. Bingham and Selden Rodman. 284 pages. Published by Falcon Press, Inc., New York, N. Y. Price \$2.50.

## PLACING MEN IN JOBS

The unprepared reader may be surprised to learn that England has carried out "Regimentation," insuring more than 12,000,000 against unemployment, requiring certain recipients of benefits to work at training centers, and spending national funds for the removal of entire families from depressed to more prosperous areas.

Throughout the vicissitudes of the war and post-war years, the Exchange System has adapted it-

self to the needs of the time. As its first duties have increased in volume and new duties have been added, the System necessarily expanded and today covers the whole country. In some way or another, it touches the lives of the vast majority of the inhabitants of Great Britain.

The future of the Exchange System does not depend upon its utility in times of emergency. It has a contribution of the first importance to make toward the more efficient organization of industry and commerce by the opportunity which it gives for the substitution of rational and scientific methods of labor engagement for the haphazard and unregulated methods. While the latter still are too prevalent, these fortunately are dying out rapidly.

THE EMPLOYMENT EXCHANGE SERVICE OF GREAT BRITAIN, by T. S. Chegwidden and C. Myrddin-Evans. 310 pages. Published by Industrial Relations Counselors, Inc., New York, N. Y. Price \$3.50.

## THE WAY OUT

The first edition of this work was written in August, 1931, and appeared on September 17 of that year, three days prior to the suspension of the gold standard by Great Britain. Whereas that work was no more than a pamphlet, in this new edition it has been expanded to the dimensions of a book. This has been required partly by the narration of events which since have occurred, and partly by a considerable elaboration of the argument, particularly in the discussion of overproduction and non-monetary theories of the depression.

Nevertheless, the position which the author took in his original treatise has not been altered materially. He continues to advocate an expansion of credit to be accomplished through the purchase of securities in the open market by central banks.

The main difference is that whereas he was dealing at that time with the problem within the limits of the gold standard, now the suspension of the gold standard, first by Great Britain and then

by the United States, has given a new freedom to his monetary policies.

To America, experience particularly has been supplying a vivid illustration of just how this freedom can be used.

TRADE DEPRESSION AND THE WAY OUT, by R. G. Hawtrey. 183 pages. Published by Longmans-Green & Company, New York, N. Y. Price \$3.

## SHARING THE PROFITS

Another book of economics in these days of high tension over world business conditions is just another focus of interest destined to attract widespread attention. This one was written by a disciple of Henry George, who spent forty years studying the Georgean philosophy, and should be able to present it in a clear-cut way which will enlist the support of those who see in this system a way out of the economic muddle.

THE PROFITS OF THE EARTH, by Charles A. Green. 146 pages. Published by The Christopher Publishing House, Boston, Mass. Price \$1.75.

## THE CLOTHING BUSINESS

As 10 to 25 per cent of nearly every family's income is devoted to the purchase of wearing apparel, the subject of clothing is an ever present one. In addition, millions of persons are employed in the industries which produce the various parts of clothing, and the annual volume of business probably is greater than that of any other industry, as it runs into billions of dollars every year.

This book was written to give students, workers, and leaders of a great and important industry a working knowledge of the principles underlying the clothing and textile business. Since every one is a consumer of clothing and textiles, the book will have a universal appeal.

ECONOMICS OF CLOTHING AND TEXTILES, by William H. Dooley. 683 pages. Published by D. C. Heath and Company, New York, N. Y. Price \$3.

## A BANKING SURVEY

This impressive book was written and edited by men whose

authority in the field of banking never has been questioned: H. Parker Willis, Professor of Banking, and John M. Chapman, Assistant Professor of Banking, in Columbia University. It is a complete account of the currency and monetary legislation of Congress, an up-to-date survey of existing banking conditions, and a study of the factors which are tending to transform the banking structure of the United States.

The book embodies the results of the elaborate inquiry into commercial and investment banking by the Senate Banking Committee engaged in the preparation of the Banking Act of 1933. It also contains the fruits of the studies made by a committee of the Federal Reserve System of branch, group, and chain banking, and bank failures.

THE BANKING SITUATION, by H. Parker Willis and John M. Chapman. 924 pages. Published by Columbia University Press, New York, N. Y. Price \$5.

## LABOR MOVEMENTS

This timely and important book is addressed to every thinking citizen, for directly or indirectly he will be touched by current or impending labor movements. It is especially significant because it comes from the pen of one who has been a most intimate associate and confidant of President Gompers and of President Green. As Vice-President of the American Federation of Labor for many years, he served on every important committee of the Federation.

The beginnings, the principles, and policies of American labor organizations are discussed fully, and American labor history is brought up to the present. Principles, trends, and tendencies underlying the New Deal, especially as these concern labor and the average person, are explained and discussed. Not only is the volume concerned with conditions in America, but it deals with foreign relations and international labor movements.

LABOR, INDUSTRY AND GOVERNMENT, by Matthew Woll. 341 pages. Published by D. Appleton-Century Company, Inc., New York, N. Y. Price \$2.



# BUSINESS CONDITIONS, BY DISTRICT

**Akron** General business conditions in this district appear brighter in certain lines. There has been a slight decline in both manufacturing and employment with concerns not connected with the rubber industry.

Retail sales in general are holding up satisfactorily, and are equal to those of a year ago, but collections showed a slight decline for the month of February. New car sales continue to hold up and are well ahead of the total for the corresponding period of last year.

**Baltimore** Encouraged by the degree of gains made during the past four months, business confidently is preparing for a continuation of the upward cycle. Notwithstanding the slight hesitation in distribution during the early part of February, there was no indication of a relaxation of consumer demand.

At wholesale, individual orders were larger and trade generally is progressing at a satisfactory pace. In many instances, merchants are in urgent need of merchandise and are insistent in their demands for immediate delivery for current selling.

The levels of employment and pay rolls in Maryland manufacturing industries during February remained above those of the preceding month. Maryland factory employment in January this year stood at 7.8 per cent higher than in January, 1934, and the amount of combined weekly earnings was 10.3 per cent higher.

**Binghamton** Production at the present time in the local shoe industry averages between 90 and 93 per cent, which, while it is considered good, is from 3 to 5 per cent less than that for the same period a year ago. Employment and pay rolls are about the same as they were a year ago.

In the retail men's and women's

apparel lines and department stores a slight increase has been noticed in the sales volume, and, when compared with that for the like period a year ago, it is about the same.

Wholesalers of food products continue to report that the sales volume is steady, and that there has been no noticeable change in it over that for the same period a year ago.

**Birmingham** Retail sales for February were about 20 per cent ahead of those for the same period of 1934. Wholesale orders also continued above the 1934 level.

Industrial conditions also showed improvement for the month, with one unit of a large industrial concern back in operation. The resumption of this industrial unit has increased pay rolls considerably.

Both wholesale and retail collections were good during the month, and continued somewhat ahead of the showing for the same period of 1934.

**Buffalo** Trading in foodstuffs during February was curtailed by cold weather. Excessive receipts of foodstuffs were attracted here by high prices which had prevailed, with resultant declines in prices.

Trucking systems in Buffalo report approximately a 50 per cent increase in tonnage and revenue over a year ago, with the Spring outlook very promising. Inter-urban trucking lines report that the month just ended showed a good improvement over the corresponding period of last year, with shipments in much larger quantities of late.

**Cincinnati** There were no important developments in trade during February. Gains recorded earlier in the year have not been maintained in all instances, but at this period, it is too early for an active demand for Spring mer-

chandise, and somewhat late in the season for heavy apparel. On a comparable basis, improvement in retail sales was the exception during the month, but, in many cases, last year's volume was equalled. Leading department stores now are preparing for Spring openings.

Quotations for practically all cotton fabrics are holding firm and the general price level is higher than was the case last year at this time. Increased rate of production and distribution in the automobile industry, since new models have appeared, has stimulated sales in many allied divisions, including practically all branches of the metal-working trade.

**Columbus, Ohio.** General conditions remain almost stationary, although an improvement is reported in certain branches. A noticeable gain has been shown in metal production, certain food lines, and in the output of paint and wallpaper. While building permits had been in the subnormal class for some time, there was a marked gain during the past month.

Retail sales in this area increased over the same period a year ago about 12 per cent. There has been an abnormal increase in clearings for this area, and there has been an abnormal increase in sales of automobiles.

**Dayton** Conditions, on the whole, improved in this district in February over the previous month, and were well above the comparative 1934 level. Pay rolls for January amounted to \$5,131,862, and compared to December, 1934, of \$4,572,515, gave an increase of 12.23 per cent. Pay rolls for January, 1934, totalled \$3,484,308 and, compared with the same month of this year, showed an increase of 47.28 per cent. January, 1935, compared with the

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same month of 1933, showed a 73.17 per cent increase.

The total for the manufacturing industry in employment for January was 37,903, which, when compared with December, 1934, of 35,948, showed a sizable increase of 5.44 per cent. January, 1934, totaled 32,077, and comparing that figure with the same month of this year, shows an increase of 18.16 per cent. Mercantile employment for January showed a decline of 25.25 per cent. The total loss for the month was 2,623 against 3,509 for December, 1934. When compared to January, 1934, of 2,398, however, an increase of 9.38 per cent is shown.

**Denver** Retail trade continued active, although no gain over the previous month's showing was recorded. When compared with sales for the corresponding 1934 period, however, the total was higher by 3 to 5 per cent. Wholesale orders just about equalled the volume of the month preceding, but rose 3 to 7 per cent above the comparative total of 1934.

Industrial operations were well maintained at the good level prevailing since the first of the year, but no further increase is in prospect during the next thirty days. Unemployment has not gained to any extent, but no reduction of consequence is anticipated until around the middle of March.

**Des Moines** The general business situation in Iowa is still considered satisfactory in view of all circumstances which had a tendency to affect conditions last year. Prices on livestock are very good, but the farmer is not profiting by this as much as might be expected, because of the limited amount of stock on the farms.

The drought and shortage of feed almost depopulated southern Iowa of its livestock and competitive buying in northern Iowa

has about eliminated the supply from that district. Meat packers throughout the State are finding it increasingly difficult to obtain first-class stock. The numbers of hogs on farms has dropped to the lowest point in production during the past thirty-five years.

**Detroit** Although considered satisfactory in most quarters, retail sales were somewhat slower during the opening week of January. As compared to a year ago, however, there was a gain of between 7 and 10 per cent, with no particular demand for any group of products. Increased prices have been more noticeable in the grocery and food products line, generally attributed to the effect of last Summer's drought.

Wholesale business was larger than a year ago. Some lines report active shipping of Spring goods, but there has been no material change from last month. The automotive industry and its affiliated manufacturers and suppliers continue active. Steel production, while falling in some other sections of the country, has held up here. Employment, now at its peak since 1929, is increasing steadily.

**Duluth** During the past month there was a slight decline in both retail and wholesale volume in this territory. Department stores reported a drop of 5 per cent, which also was true of petroleum products and coal. One of the brightest spots was found in the furniture stores, where sales were ahead of a year ago, with quite a number of cash buyers.

Wholesale hardware lines have been holding up, with the volume close to that of a year ago, whereas for groceries and men's furnishings orders were reduced. The coal dock companies showed a decline of 2 per cent, compared with a year ago for the season. Feb-

ruary sales were lower, because of warmer weather this year than was experienced in 1934.

**Erie** There was no expansion in either wholesale or retail trade the past month, but this is regarded as temporary and with the approach of the Spring season a hopeful feeling is noted for the continuation in gains instituted several weeks ago. Heavy industries continue to lag above last year's with the manufacturers of consumers' items maintaining levels above last year's.

**Grand Rapids** Reports from wholesale and retail merchants continue to show a moderate improvement over the figures for the same period in 1934. Retail clothing stores held many special sales, and the results were very satisfactory.

Production and employment in the manufacturing field continued to show improvement, particularly in the metal trades. The furniture manufacturing industry, except those engaged in the manufacture of living-room items, continued to operate on only a part-time basis, most of the manufacturers reporting business at about 40 per cent of normal.

**Hartford** Manufacturing continued active with the trend of production pointing gradually upward. Factories making machinery, parts, or materials used in the automotive industry have been quite busy. Woolen mills continued to run on a full or over-time basis, but cotton and silk mill production showed no noticeable change for the better.

Retailers reported sales, in general, about even with last year's figures. Wholesale orders tapered off, but are expected to increase with the seasonal buying which is about to start.

Factory employment has been on the increase but outside employment still is below normal.

**Indianapolis** Retail merchandise continued in fair demand during February, and the volume of sales showed an increase over 1934 of approximately 5 to 10 per cent. General business conditions so far during 1935 are showing better than for any year since 1931, although the trend in some lines has been irregular.

Coal, steel and textile productions are showing the most noteworthy improvement. Furniture manufacturing is under the 1934 volume but above 1933. Activity in the Indiana limestone district has declined to a new low level.

**Little Rock** Favorable weather, permitting farmers to start work, has improved trade in the rural sections, and movement of farm supplies is gaining steadily.

An improved spirit is evident, following the gold clause ruling, there being a noticeable feeling of reassurance among the larger interests. A gain in wholesalers' sales is reported, which has given impetus to the seasonal upward curve.

**Los Angeles** Favorable weather continued to stimulate retail trade during February in this district. Shoppers' attendance at special February sales events were up to expectations and buying, as a whole, has shown more freedom. While trade in the metropolitan district has been maintained at a good margin over last year's, the best gains continue to be shown in agricultural sections.

Wholesale trade has gained steadily, with orders in a few lines, such as upholstery fabrics, running 50 to 100 per cent ahead of this period of 1934. The sales resistance of buyers, heretofore wedded to strictly hand-to-mouth purchasing, gradually is giving way, as retail stores are caught short of stocks. Price changes in most commodities are slight, but gradually stiffening.

Manufacturing and industry gained moderately. Building again increased, with continued favorable weather. Employment held steady.

**Louisville** The general trend in business locally and in the surrounding territory continues satisfactory. While some retail lines slowed up during the last two weeks, volume continued above that for the same period last year.

Wholesalers and retailers of dry goods and notions reported volume and profits ahead of the corresponding period of 1934. Wholesalers of food products reported a drop in volume toward the close of the month, but orders continued slightly above the corresponding period of 1934.

**Newark** Distribution at retail continued along seasonal lines, with probably the greater activity centered in textiles, with wearing apparel, including women's dresses, suits and cloaks, in fair demand. Men's clothing and furnishing goods, including footwear and shoes sold in good volume. Provisions and groceries were fairly active, with some tendency toward higher price levels in evidence.

Building and construction continued quiet, with new construction rather negligible. The greater part of activity in this line is made up by alterations and repair work.

Among manufacturers and industry generally, there was little, if any, improvement apparent during February. Rather wide differences were experienced in some lines, while other lines operated on nearer to normal.

**New Orleans** Sugar was fairly active during February, and refiners were moderately good buyers both for immediate and future deliveries. This activity results, at least in part, from the advanced prices of raws. During the month the A.A.A. began sending out checks to cover the second payment of the agricultural benefits to the Louisiana cane growers and the total payments, when completed, will aggregate about \$7,000,000 for the season.

Probably the best buying movement in clean rice for the season developed during the month.

Whether or not this activity will be extended until wholesale channels are well stocked is uncertain. Prices have edged upward, in some instances as much as 25 points over the bottom touched recently, and the present feeling in the trade is a more favorable one than for some time past. Cotton continued to drift in a dull nervous fashion.

**Norfolk** Now that the building trade has reached a definitely smoother road, it appears that the last obstacle has been removed from the forward path of the army of business. Only under special circumstances do current balance sheets show losses for the past year, and the gains are so general as to leave no room for doubt as to the recent trend.

Retail trade for February showed a steady upward swing, except in the case of clothing. Midseason sales in that line are about over, and there was a seasonal lag, as but a limited amount of Spring merchandise is, as yet, being purchased. Furniture, linens, radios, automobiles, and early garden supplies moved at an accelerated pace.

Not only did wholesale lines show marked gains over the past year, but as well a steady week-to-week improvement. Groceries led last year by 10 per cent on unit sales. Shoes, which for a considerable period lagged behind other commodities, showed a sales jump of some 50 per cent.

**Omaha** Department stores and other retail establishments during February experienced their regular seasonal slump and sales were about on a level with those of this time last year. The forward drive evidenced late in 1934 and the early part of January, 1935, seems to have lost some of its impetus.

Ready-to-wear and millinery sales were classed as slow, rather unseasonable weather having affected these items. Movement of staples was somewhat larger than a year ago at this period.



Building and plumbing supplies were ahead of 1934 in sales and, although no actual renewed activity in building has yet taken place, there is a very promising amount of inquiry and figuring.

**Pittsburgh** Trade activities at both wholesale and retail were somewhat restricted during February, owing to unfavorable weather conditions. Sales for the month, averaged slightly larger than last year, with some lines showing a fair increase. Wholesale dry goods sales for the first three weeks of February were about  $6\frac{1}{2}$  per cent above those for the same period of last year, and the week ended February 23 was nearly 25 per cent better than for the same week of 1934.

Sales of shoes at retail for the first three weeks of February were approximately 20 per cent better than in February, 1934. Wholesale shoe sales for the month also averaged close to 20 per cent ahead of last year. Men's and women's wearing apparel lines moved slowly at both wholesale and retail.

**Portland, Ore.** Adverse weather conditions had an unfavorable effect upon business generally, and especially in rural sections where Spring buying has been delayed. Possible price changes also have had an unsteady influence on the placing of orders in textiles, and wholesale dry goods and clothing were only about 5 per cent above the same period of 1934.

Local consumer buying continued sluggish, with little improvement expected until early Spring. While the Supreme Court's gold decision has served to dissolve certain fears and uncertainty, little local benefits are, as yet, observable.

**Providence** A substantial volume of orders was written by local cotton mills after the Supreme Court decision was made public. The long awaited decision on gold also resulted in some acceleration in a few other lines here. Manufacturing employment figures re-

leased by the State Commissioner of Labor showed that workers in 292 Rhode Island establishments during the last week in January gained 9.4 per cent in number from the 68,222 employed by identical concerns in the corresponding period last year.

All leading industries in the State, except silk and rubber, reported employment gains from a year ago. These increases ranged from 5.9 per cent in jewelry to 21.7 per cent in worsteds. Working forces in cotton and woolen mills increased 13.6 per cent and 16.5 per cent, respectively.

Sales of new paid-for life insurance in Rhode Island in January increased from \$3,511,000 in December to \$4,213,000, a gain of 20 per cent. Ordinarily, from December to January insurance sales show a falling off. Contrasted with January, 1934, sales of \$3,330,000, there was an increase of 27 per cent.

**Reading** Retailers are showing Spring merchandise, but due to the late date of Easter, goods are not moving at the rate anticipated. Of the 105 industries reporting in this section, total employment in January, 1935, was 31,807, against 28,435 in the same month of 1934. Bank clearings for January, 1935, exceeded those for the same month in 1934 by \$767,511.

**Rochester** Factory employment during January increased 2 per cent over December, 1934, and registered a 6 per cent gain over January, 1934. Factory pay rolls for January improved 5 per cent over December, 1934, and showed a 12 per cent increase over January, 1934.

Passenger car sales for January in Monroe County totalled 669, a 137 per cent gain over January, 1934, and a 238 per cent advance over December, 1934. The January sales reached the highest level reported for January since 1929.

**St. Joseph** Wholesale dry goods orders show some increase, but volume for the month was 20 per

cent under last year's. Wholesale hardware orders also gained a little. Wholesale drug and food lines have been under last year's volume since January 1.

The smaller retail stores report sales very slow during February, and immediate prospects for betterment only slight. Bad roads retarded retail trade in country districts during the early part of the month. The packing trades are slow, but prices are higher.

**Salt Lake City** Department stores report sales about 5 to 8 per cent ahead of those for the same period last year. The best moving articles were suits, Spring coats, sundries, knitwear and footwear. An especially good volume was reported for yarns for sweaters and rugs. Retail grocers' sales ran slightly better than in the previous month, with an increase of about 10 to 12 per cent over last year's.

Wholesale grocers reported an increase of 10 to 12 per cent over the corresponding period last year. Wholesale hardware dealers reported a decline of 7 to 10 per cent for the same period last year. The best moving articles were shovels, hoes, rakes, fencing, and rope.

**Seattle** The building industry slowly is coming to life again. There are several prospective contracts to be called soon, which will amount to nearly \$1,000,000. Permits issued are more numerous, although the amounts involved still are small. Home building work throughout the State is showing steady improvement.

The trend in the shipping industry is unusually quiet, although reports issued last week covering shipping affecting the Northwest region varied. A favorable gain in cargo movement from Puget Sound ports to the United Kingdom and Europe are anticipated during the next two months. Lumber shipments have been heavy and steady.

**Syracuse** There is little change from week to week in retail trade conditions, the present demand

being for fill-in merchandise, as required, for the remainder of the season. Spring trade is waiting favorable weather, although goods are on display.

In wholesale dry goods and men's wear, the Spring demand has been fairly active, with some gain shown in orders over the same period last year. Manufacturers and jobbers are anticipating a moderately profitable season. The manufacture of shoes has kept at a good volume, particularly in the better lines.

**Tacoma** Retail merchants complained about volume during February, but wholesale trade was ahead of last year's record. The principal retailers complaining were those selling men's clothing and women's apparel, due to mild weather generally prevailing.

Figures now available for the entire Twelfth Federal Reserve District, percentage changes in value of sales, 1935 compared to 1934, indicate a total gain of 10.8. All percentages were plus and ranged from 6.8 to 24.8.

Plywood manufacturers continue on full-time operations, but lumber manufacturers still are suffering from declining sales.

**Toledo** There was only a small gain reported by department stores, with the total sales held to a narrow margin above the showing for the comparative 1934 month. Spring buying has lifted the wholesale volume steadily, but orders for dry goods did not increase much during the month and were only slightly in excess of last year's. Orders for shoes, on the other hand, continued to gain from week to week.

In the industrial division, leadership was held by automotive manufacturers, who operated at capacity. Plants making automobile parts made the largest shipments for any week this year during the period ended February 25, despite the holiday, with the gain over the 1934 figures amounting to 12 per cent. Production of safety glass was on full schedules, due to the

steady demand from automobile-manufacturing centers.

Further gains in employment were reported for the month, the total having been lifted almost constantly since the first of the year. Lumber concerns reported sales in excess of those of a year ago, with the Spring outlook encouraging, even though building operations currently still are at a low level.

**Winston-Salem** Investigation in retail fields reveals that sales during February were below those of a year ago. The decline was most pronounced in the dry goods and department store lines. In the grocery line, principal demand was for staple articles. In wholesale dry goods and wearing apparel, sales were up to expectations and on a par with last year's.

Hosiery manufacturers reported a most encouraging month. Several of the leaders in this line advise that orders received are about 18 per cent over a year ago. They appear to be operating at capacity, some being sold up for two to three months.

The furniture industry reported sales about 10 per cent less than in 1934. Orders were not so large nor were they so numerous. Farmers are busy preparing their lands for the Spring crops.

**Worcester** Business activity during the past month continued along at a good pace, and a gradual increase in sales is expected, as weather conditions improve. Retailers report low inventories, and are stocking up in anticipation of the Spring season.

The outlook is above the average for the building supply line. Much of this is due to F.H.A. activities and dealers indicate that sales are increasing as private capital is becoming active in this line.

**Youngstown** Retail trade was more active during the month due to the favorable weather and the interest shown in the initial offerings of Spring merchandise in some departments. With wholesalers,

commitments gained from week to week, as stocks of staple goods are at the most reduced level in years, and the bulk of the Spring orders are yet to be placed.

In both the retail and wholesale trades, volume continued above that of a year ago. The total number of employed held steady during the month, despite the lower schedules at some of the steel mills.

## THE CREDIT INQUIRY—BAROMETER OF OUR RISING FOREIGN TRADE

*continued from page 4.*

"If the world as a whole is to progress," said Secretary Hull to the National Foreign Trade Convention last November, "we must get away from the shabby heresy that acceptance of the products of other countries is inimical to our own interests."

Reciprocal trade treaties have already been signed with Cuba, Brazil and Belgium and negotiations with several others are nearing completion.

Perhaps the most positive assurance of permanent recovery, judged from expressions reported by our foreign offices, lies, first, in the desire, active among business men of many countries, that their respective governments reason together, and, second, that gains are to be made only by degrees.

### Good News for the Exporter

In this there is good news for the American business man. Trade is slowly forcing its way back into natural channels. It will return naturally and more rapidly as obstacles are removed and accurate, timely credit information disseminated.

The facts show definite gains and the barometer continues to rise. It would seem that American business men have before them now the long-looked-for opportunity to win back on a sounder basis their fair share of the world's export trade.

